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Texas *Center of the Southwest* Louisiana

DALLAS

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Volume 12, No. 9

SEPTEMBER, 1933

Price, 15 Cents



Pictured above is Miss Hockaday School for Girls—This is the eighteenth of a series of sketches by Guy F. Cahoon





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and the economic betterment
of Dallas and the Southwest Trade Territory

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WE are cooperating with the National Recovery Program 100%—complying not only with the letter, but the spirit of the law. We have faith in our Country and its leadership. We're going places and doing things. The Blue Eagle is our emblem and action is the order of the day. There are no seats for spectators. Every firm must enlist in the war on unemployment and starvation wages. Lost purchasing power must be restored and those who have money to spend must be induced to spend it so that trade will freely flow once more in the channels of commerce.

Thanks to the fine spirit and patriotism of American business, millions of industrial firms, from the largest to the smallest, are now enlisted under the Blue Eagle, and already hundreds of millions of dollars of new purchasing power have been added in the Nation. We are on the road to recovery—better times are just ahead.

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MARION NEWMAN
President

pared to do your share, and get your share? We are prepared to help you do this very thing. Why not call us NOW?

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DALLAS - A Monthly Magazine

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Entered as Second-Class Matter, February 6, 1922, at the Post Office at Dallas, Texas,
Under Act of March 3, 1879

State Fair Opens October 7th

Forty-Seventh Annual Exposition Ready With Many New
Features...Best Attendance in Four Years Expected

By OTTO HEROLD, President, State Fair of Texas

WITH interest in livestock, agriculture and poultry at its peak throughout the entire State, Texas manufacturers looking for new markets, commercial concerns seeking new channels for output of their products, and the entire State expecting a business revival this fall, prospects for one of the banner years of the State Fair of Texas loom brighter daily.

Dates for the 1933 exposition are October 7 to 22.

A new policy has been inaugurated in the State Fair Auditorium, where instead of one production running the entire sixteen-day period, three operettas will be presented.

Two buildings have been converted to new usage that more space might be obtained—the Dairy Building being turned over to the Poultry Department and the building which has been occupied by the poultry department for the past several years has been remodeled and will serve as a Boys' and Girls' Club building this year.

Other new attractions and new features will be introduced at the 1933 exposition, with many special days being observed by conventions, organizations, towns and sections.

We have again tried to give the people of Texas an entirely new exposition, to mix the educational features along with amusement, that we might fulfill the purpose for which the association was originally organized. In checking things over at this early date we believe that again in 1933 the people of Texas

will find much amusement as well as see many educational features.

Three Operettas

Three of the most elaborate productions ever seen in the State Fair Auditorium will be presented during the 1933 season. The season will be opened with a presentation by the J. J. Shubert Co. of New York City of "Bitter Sweet," the Noel Coward operetta which has been such a sensation in London, New York and St. Louis. "Bitter Sweet" will have the largest cast of any production ever seen in Dallas, having a total of forty speaking parts, and has one of the largest casts of any production ever presented on the stage.

"Bitter Sweet" will be followed on October 13 by "Nina Rosa," the big Sigmund Romberg success, portraying the life and adventures of a South American mining engineer. It is the first of the large operettas which di-

gressed from the Danube for its locale.

"Floradora" will be the final offering, having its first night on October 18. "Floradora" came back in 1930 for a revival after being off the American stage for thirty years and proved just as successful and sensational as when it was first presented in 1898.

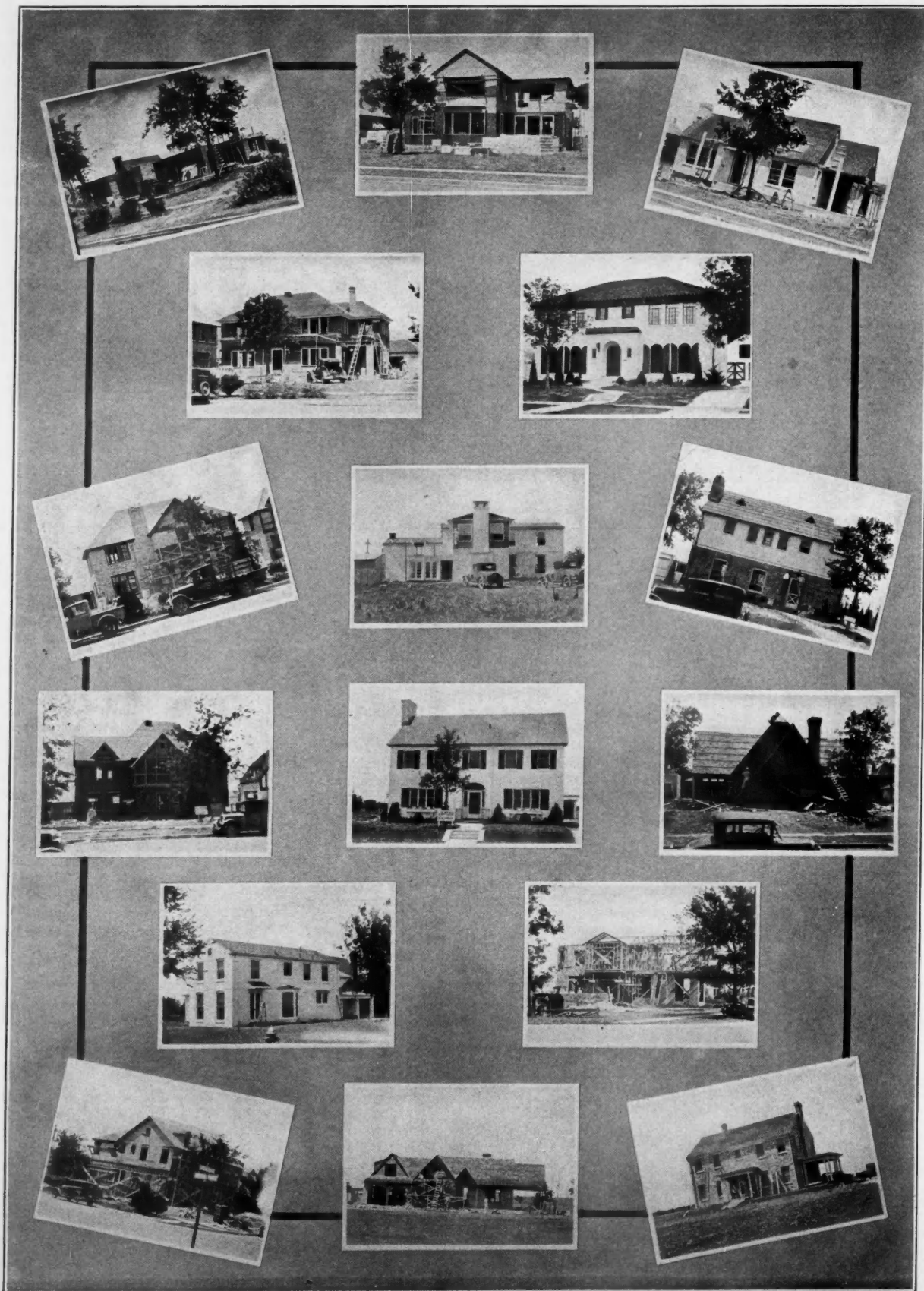
Cowboy Contest

The Southwestern Champion Cowboy Contest, in which awards totaling \$7,000 in cash and silver mounted saddle trophies, will supplant the rodeo in the Livestock Arena, and will be held each afternoon and night through October 18. The Southwestern Champion Cowboy Contest will be produced by Mike H. Barnes of Chicago, and will be managed during the engagement here by Joe R. Greer and Candy Hammer, two of the best known rodeo stars in America.

The silver mounted saddle trophies will
(Continued on Page 28)

State Fair Stadium Football Schedule

Oct. 7	3 P. M.	S. M. U.	Vs. Texas School of Mines
Oct. 7	8 P. M.	Sunset	Vs. North Dallas
Oct. 10	8 P. M.	Oak Cliff	Vs. Forest
Oct. 13	3 P. M.	Sunset	Vs. Rockwall
Oct. 13	8 P. M.	Technical	Vs. W. Wilson
Oct. 14	3 P. M.	Texas University	Vs. Oklahoma University
Oct. 14	8 P. M.	North Dallas	Vs. Sherman
Oct. 16	3 P. M.	Wiley College	Vs. Prairie View
Oct. 16	8 P. M.	B. T. Washington	Vs. Corsicana
Oct. 20	3 P. M.	Forest	Vs. Athens
Oct. 20	8 P. M.	Oak Cliff	Vs. North Dallas
Oct. 21	3 P. M.	S. M. U.	Vs. Okla. A. & M. College
Oct. 21	8 P. M.	W. Wilson	Vs. Sunset



New residences under construction in Highland Park West, Greenway Parks and the Preston Road-Northwest Highway district. (For explanation see editorial "Building," Page 12.)

New Concerns for August

With List of Both New and Old Concerns that will Distribute
Beer and Beer-Dispensing Equipment

New Concerns

Sixty-seven new businesses were established in Dallas during August, normally a dull month for new concerns, bringing the total for the year to 854, as compared with 621 for the same period in 1932. New concerns for August include five manufacturers, 17 wholesalers, 23 retailers, twenty-one miscellaneous and 17 branches or agents of national concerns.

Distributors of beer, and manufacturers and distributors of beverage dispensing equipment are listed under a separate heading on this page. In addition to these, the following is a list of the more important new concerns for the month:

Manufacturers

American Cooperage Company, 2407 K Street. Manufacturers of barrels, kegs, etc.

Eclipse Specialties Company, 1723 Wood Street. Manufacturers of collar protectors and shirt-set equipment, for the use of laundries to prevent crushing in delivery.

The Frito Company, 1411 North Haskell Ave. Food products.

Lantz-Berger, Inc., 1008½ Commerce Street. Silk dresses.

Wholesalers

Builders Sundry Supply Company, 2507 Pacific Avenue. Building materials.

Clarke Sanding Machine Co., 2609 Grand Avenue. Woodworking equipment.

Nahray Sales Company, 1605 Jackson Street. Beauty parlor supplies.

Novelty Knitwear Company, 1003 Commerce Street.

Miscellaneous

Brackney Insurance Agency, 6401 Hillcrest Ave.

Cast Iron Pipe Trade Recovery Committee, 1317 Praetorian Bldg.

Coline Advertising Co., 1603½ Pacific Ave.

Dallas School of Creative Arts, 2724 Greenville Ave.

Dallas Suburban Publication Co., 5509 East Grand Ave.

Hal C. Dyer, 701 Dallas Gas Bldg., contractor.

Electric Motors Service Co., 4406 Main St.

Fletcher Academy of Stagecraft, 3137 Knox St.

Troy Johnson, 726 Wilson Bldg., Manufacturing jeweler.

Lone Star Insulation & Roofing Co., 3601 Main St.

McCraney & Gatteys Sign Co., 1603½ Pacific Ave.

Mlle. Morosoff School, 2009½ Main St. (French, Spanish, Russian)

Rauscher, Pierce & Co., Magnolia Bldg. Investment Securities.

Rogers & Wadley Company, 1203 Elm St.

Branches and Agencies

J. E. Hanger, Inc., of Texas, 1706 Commerce St., branch of J. E. Hanger, Inc., Washington, D. C. Artificial limbs.

Machined Parts Corporation, Detroit, Mich., automotive electric parts; Herbert Sierk Company, 2705 Williams St., warehousing and sales agents.

Nash Motors Company, Kenosha, Wisc., named L. F. Turney of Dallas as factory representative for Texas and Oklahoma.

New Process Gear Corporation, Syracuse, N. Y., automotive equipment. Harry Merrithew Sales Co., 2421 Commerce St., sales and warehousing agents.

Red Star Yeast & Products Co., Milwaukee, Wisc., L. Courtney, 418 Lansing St., representative.

State Department of Agriculture, Austin, Texas. Milk administrator's office, Hall of Records Building.



New Radiator Plant



Above is the new Dallas factory of the Excel Auto Radiator Company of Chicago, at 2400 Holmes St., making radiators and cores for automobiles, trucks and tractors.



Continental Car-Na-Var Corporation, Brazil, Indiana, manufacturing floor treatment materials, has appointed F. N. Blackwell as sales representative for this district, with headquarters and warehouse stocks in the Second Unit of the Santa Fe Building.



M. S. White has announced plans for the early construction of a modern theater on Forest avenue near Oakland, to cost approximately \$45,000. W. Scott Dunne is the architect.



Both electric light meters and water meters in service in Dallas showed substantial gains in July over the previous month.

Beer Distributors

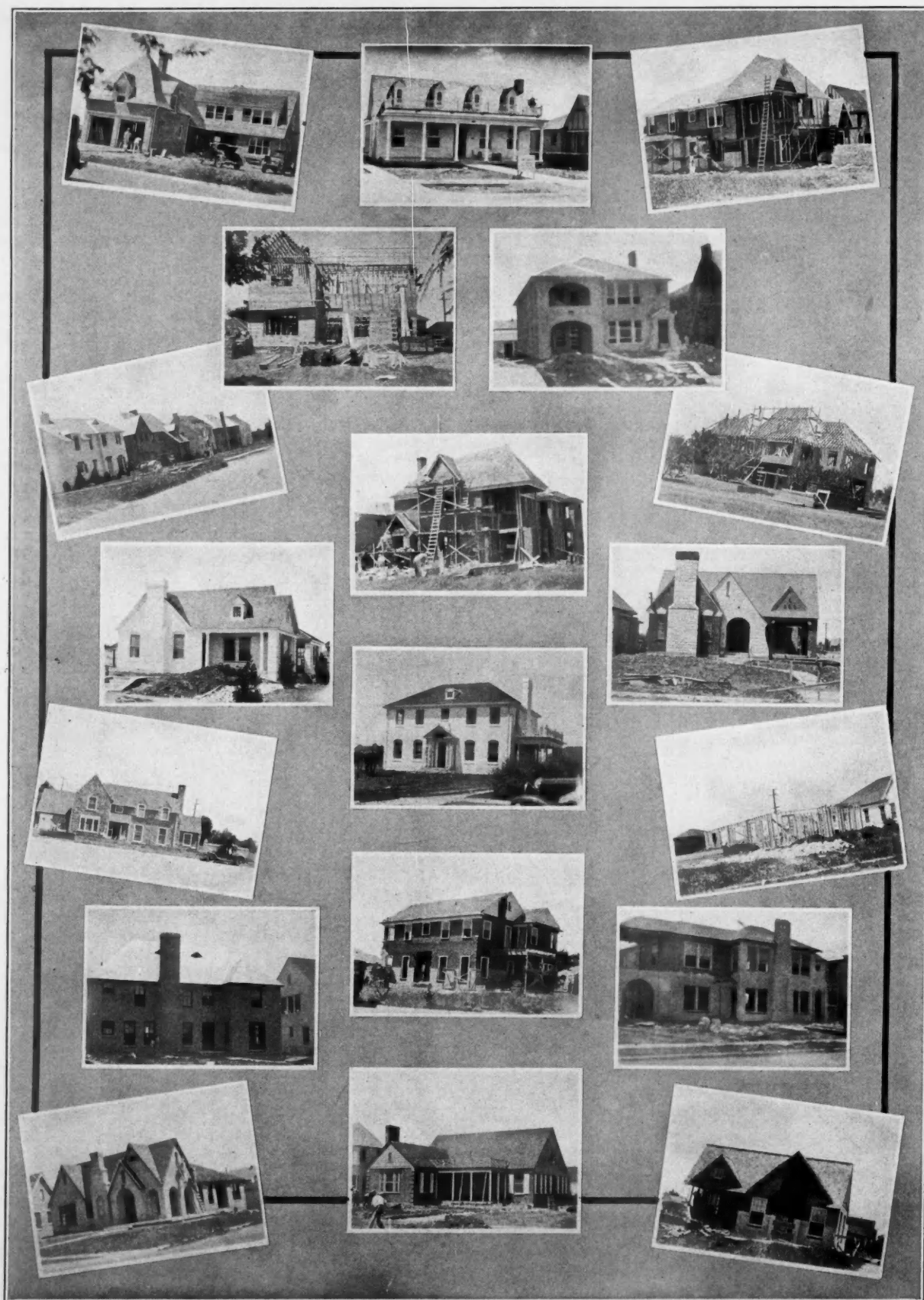
The following are among the concerns in Dallas distributing beer and beer equipment:

Beer Distributors

Ben E. Keith Company, 901 South Pearl St. (Budweiser). Atlas Sales Corp., 2nd Unit, Santa Fe Building. (Atlas). Berghoff Distributors, Inc., 1925 Cedar Springs. (Berghoff). Electrified Water Co., 1925 Cedar Springs. (Berghoff). Webster-Foster Company, 1205 Ross Ave. (Blatz). Texas Beverage Co., 2024 Republic Bank Bldg. (Dick Bros.). Falstaff Beer Distributors in Dallas, Inc., 2312 Griffin St. (Falstaff). Nehi Bottling Co., 816 Exposition Ave. (Goetz Country Club). Dallas Coffee & Tea Co., 1205 Camp St. (John Graf Company). Fabacher Distributing Co., 3607 Main St. (Jax). Morgan Warehouse & Commercial Co., 1917 N. Houston St. (Keeley and Kingsbury). Dixie Beverage Co., 4151 Commerce St. (Merz). Reuben Rosenthal, 3609 Commerce St. (Miller High Life). Texas Produce Company, 608 S. Pearl St. (Blue Ribbon). Western States Grocery Co., 209 N. Hawkins St. (Blue Ribbon). M. G. Bottling Works, 2201 Leonard St. (Schlitz). Electro Ball Company, 1200 Camp St. (Gold Label). Home Bottling Supplies Co., 2213 Cedar Springs. Arrow Beer Sales Co., 301 N. Market St. Kadane-Brown, Inc., 2116 Canton St. Yonack Beverage Co., 604 Commerce St. Ward & Company, 911 Marion St. American Produce & Vegetable Co., 2025 Cadiz St. The Fink Company, 901 McKinney Ave. S. J. Eppstein, 619 S. Harwood St. Milwaukee Bottling Co., 934 N. Lancaster Ave. Fair Brokerage Co., 2201 Laws St. Houston Ice & Brewing Co., 911 Marion St. Quality Brands Distributing Co., 10th floor, 2nd Unit, Santa Fe Bldg. United Importers, Inc., 1268 Santa Fe Bldg. Dickey Beverage Co., 4214 Ross Ave. Sam McClure, 1511 Kirby Bldg.

Beer Equipment Distributors

Adleta Show Case & Fixture Mfg. Co., 1900 Cedar Springs. Beverage Cooler Corp., 2424 Alamo St. Dallas Show Case Co., Inc., 2016 S. Akard St. Allied Store Utilities Co., 2022 Commerce St. Brunswick-Balke-Collender Co., 813 Elm St. Crown Cork & Seal Co., 915 Marion St. Dallas Beer Pump Supply Co., 909 Monroe St. Electric Household Appliances, Inc., Interurban Building. Ed Friedrich, 1914 Commerce St. General Refrigeration Sales Co., 2032 Commerce St. Huey & Philp Hardware Co., Pacific and Griffin (Continued on Page 29)



Residences under construction in University Park

Texas Business Briefs

New corporations numbering 150 received charters from the Secretary of State during the month of July. These corporations had authorized capital stock of \$3,256,700, the highest total for any one month since last December, and substantially above the total for the 145 new firms incorporated last July, \$2,723,000.

The July record of commodity prices was marked by the increase in farm prices. The farm price group included in the United States Bureau of Labor Statistics all-commodity index rose practically 7 points during July, and was 12 points higher than in July a year ago. Retail prices of food also showed unusually large increases.

The record of commercial failures in Texas so far in 1933 compares favorably with that for more "normal" years. The record for July is noteworthy, for there have been only three cases since 1920 when either liabilities or the number of failures for July were smaller than they have been this year. There were 41 failures in Texas during July, compared with 70 for July, last year.

Reports from 926 Texas employers to the Bureau of Business Research of the University of Texas showed 8.2 per cent more workers on payrolls as of July 15 than on the same date last year. The increase as compared with June 15, a month earlier, was 2.9 per cent, the only increase between these two months since 1929. These increases came before the NRA campaign.

Ninety-two department stores reporting to the Bureau of Business Research of the University of Texas made a record for July which has not been duplicated in terms of percentage improvement since the Bureau's records began in 1927. Total sales for July were 9.5 per cent greater than for July a year ago.

New Firestone Warehouse



Above is the new warehouse of the Firestone Tire & Rubber Company at 500 Exposition Ave.

DALLAS, September, 1933

The building industry in Texas showed unusual vigor for the mid-summer month of July with a gain over June of 32 per cent in building permits as against a normal seasonal decline of 1.7 per cent.

Trade reports indicate that sentiment in the oil industry is generally more optimistic than it has been for months. Reports indicate also expectations for a rise in the price of crude. National consumption of refined products is apparently somewhat greater than a year ago.

American cotton is in the strongest position it has occupied for three years, due to the reduction of the carry-over in the United States of about 1,500,000 bales as of August 1. The net supply of cotton in the United States for the year 1933-1934, including carry-over plus the estimated crop is 20,490,000 bales. This compares with 20,958,000 bales last year and 21,950,000 bales two years ago. World consumption of all cotton during 1932-1933 was 24,725,000 bales, compared with 23,007,000 bales a year ago. According to the trend of world cotton consumption, normal consumption is now above 25,500,000 bales. If world economic conditions continue to improve, there seems every reason to expect that the present rate of consumption will be maintained.

An increased demand for merchandise in both wholesale and retail channels was an outstanding development in the Eleventh Federal Reserve District during July.

For the fourth consecutive month there was an expansion in the volume of charges to depositors' accounts during July at banks in the principal cities of the Eleventh District. These increases have not been seasonal in nature. Total debits in July amounted to \$475,333,000, as compared with \$469,646,000 in the previous month and \$430,462,000 in the same month last year. Dallas led all major cities with a 16.1 per cent increase over July, 1932. The average for the district was 10.4 per cent.

Volume of industrial output advanced from 91 per cent of the 1923-25 average in June to 98 per cent in July, which compares with 60 per cent in March.

Texas wool production for 1933 is estimated at 63,314,000 pounds by the United States Department of Agriculture, compared with 57,105,000 pounds last year. It is estimated that all other States combined will produce 2,000,000 pounds less than last year.

Dallas Bank Figures Set Pace in District

Since March financial figures in Dallas have climbed steadily upward. Bank clearings during the four months April to July inclusive, totaled \$413,034,994. Bank debits, during the same four months, totaled \$484,737,000, exceeding the total for the same four months last year by \$7,220,000.

Dallas postal receipts for the four months totaled \$1,025,851, compared with \$1,001,445 for the same four months last year.

Houston, second city, had clearings for the four-months period of \$322,481,635, \$90,553,359 under the Dallas figures. Total bank debits for Houston were \$434,646,337, \$50,090,663 under the Dallas figures.

Following are the Dallas and Houston figures by months:

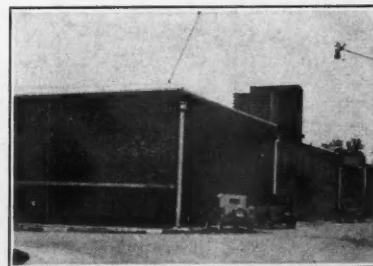
Bank Clearings			
	Dallas		Houston
April	\$ 93,867,546	\$	84,980,827
May	102,218,071		75,295,607
June	106,589,427		81,207,891
July	110,367,150		80,997,310
Bank Debits			
	Dallas		Houston
April	\$110,679,000	\$	91,688,000
May	116,262,000		109,037,000
June	126,031,000		114,951,000
July	131,765,000		118,971,000

The amount of life insurance in force in Texas today, which is estimated at \$2,850,000,000, is twice as great as the amount at the end of 1923, which was \$1,315,710,000, and six times as great as life insurance in force in the State at the end of the World War.

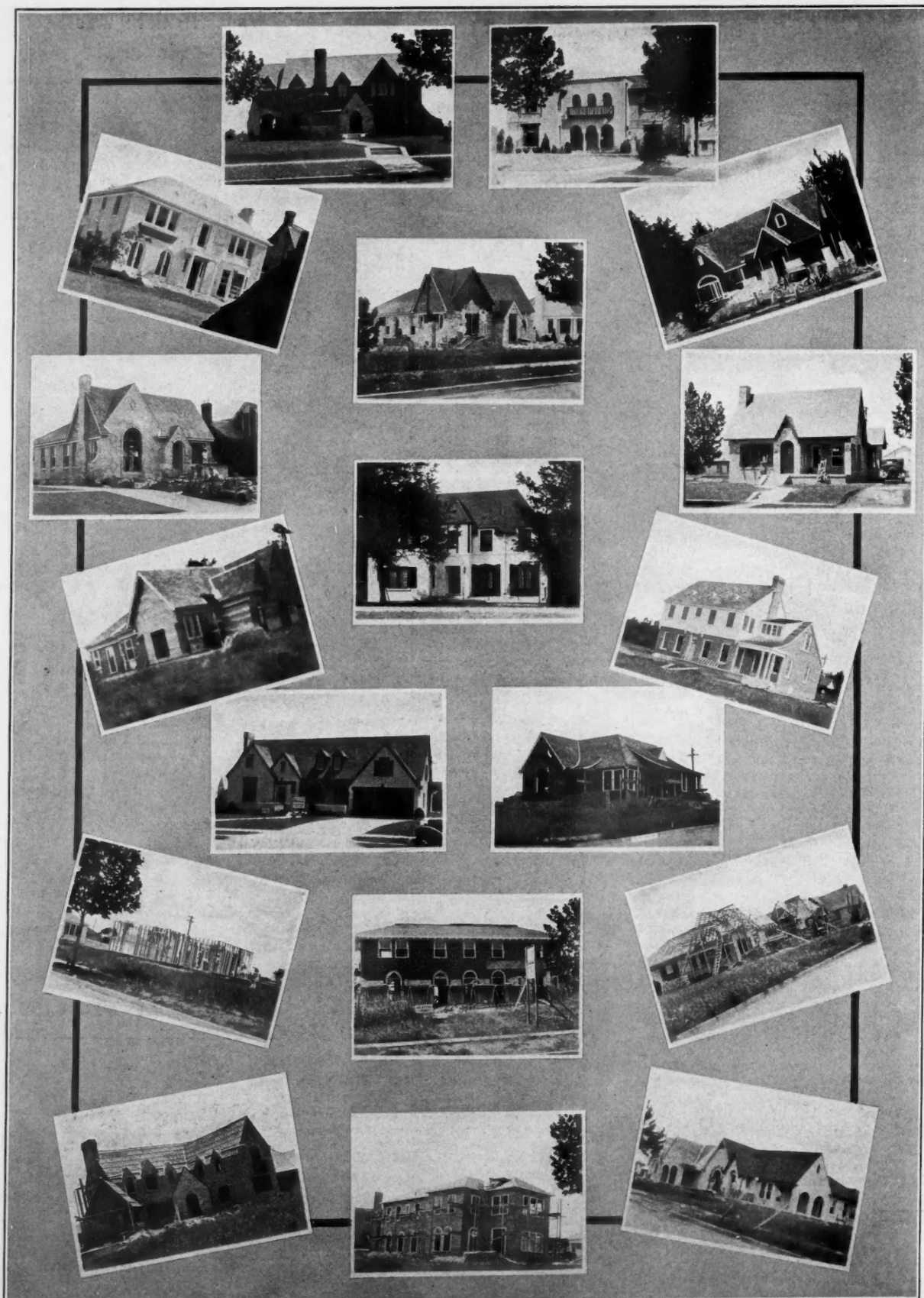
The last report of the State Insurance Commission showed that \$1,197,256,402 of this insurance was with Texas companies, while \$1,627,459,612 was with out-of-State companies licensed to do business in Texas.

There are forty-five refineries in the East Texas oil fields, with a monthly payroll of \$1,500,000.

Paper Company Expands



Above is an addition to its plant, containing more than 10,000 square feet, recently completed by the Pollock Paper & Box Company, 2236 South Lamar St.



Residences being built in Lakewood Country Club section, Greenland Hills and Kessler Park

NRA Brings 6,000 to Meetings Here

The early activity of the Dallas Chamber of Commerce in seeking to serve the business interests of Dallas and Texas by interpreting the National Recovery Act has no doubt been one of the main reasons why Dallas enjoyed more Southwestern or State code meetings than any other Texas city. Under the auspices of the Dallas Chamber a statewide meeting attended by some 1,400 was held here on June 26 at which business leaders in all lines heard well-posted speakers on the subject. Since that time a total of forty major State or regional meetings of various business groups have been held here, with a total attendance in excess of 6,000. In addition to this there have been many hundreds of individuals from out of the city who have visited Dallas, consulting with the Chamber of Commerce, or other agencies, on code matters.

Among the larger meetings held here was an organization convention of the American Petroleum Equipment Suppliers Association, with 300 delegates from over the Nation; a Southwestern meeting under the auspices of the National Drug Institute with 1,300 in attendance, and a Southwestern meeting of Dyers and Cleaners with 600 present.

Many more code meetings will doubtless be held here during September. Among other September meetings are the Texas Young Judean Association, Sept. 3-4; Texas Baby Chick Association, Sept. 6-7; the State County & District Attorneys Association. The All-Southwestern Golf Tournament is to be held at Cedar Crest Country Club Sept. 20-24 and the Texas Amateur Athletic Federation horseshoe tournament is to be held at Fair Park Sept. 15-16.

October Meetings

State Fair of Texas, Oct. 7-22.

Executive Committee Texas Press Association, October 7.

Texas Eclectic Medical Association, Oct. 10-11.

Texas Academy of Science, Oct. 20-21.

Among other October meetings, dates of which are not available, are: Texas Bridge League Tournament, 169 Aerial Squadron of World War, North Texas Section American Society of Mechanical Engineers, Executive Board Texas Pharmaceutical Association, Texas Chapter American Association of Mining & Metallurgical Engineers, Southwest Section American Society of Magicians, Fall Conference Texas Chamber of Commerce Managers Association, Texas Section American Society of Civil Engineers, Southwestern Paper Merchants Association, All-World Turkey Show, Texas Kennel Club Show, Scottish Rite Reunion, Shrine Ceremonial, Texas Holstein-Friesian Breeders Association, State Board of Nursing Examiners, Texas Czechoslovak Society, Southwestern Dairy Show, Texas Jersey Cattle Club, Future Farmers

(Continued on Page 28)

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• EDITORIALS •

Building

In this issue are three full pages of pictures of residences of the better class now under construction in Dallas. These pictures, unimpeachable visual evidence, show the extent to which the building revival has already progressed, forerunning a program of construction that should reach its greatest peak since 1930 before the year is out.

The photographer who made these pictures, knowing his space was limited, selected his subjects and passed up many homes, construction on which had just begun. Impressive is the number of handsome homes now being built; significant is the fact that as yet but few moderate-priced houses are under construction. The latter will come in great volume with the easing up of credit, making funds available for the home-builder who does not have all or nearly all of the cash necessary.

Real estate men say that Dallas will soon face a real shortage of single-family residences. There is still an abundance of apartments, and but little new apartment construction is expected before next year.

Leadership

Again has your Chamber of Commerce quickly and intelligently recognized and accepted a responsibility of leadership in a crucial moment, not only in the history of our city but in the history of our country.

The call for efficient leadership came, and this organization was ready. It was the call of the NRA.

Realizing the importance of this measure and its effect on business, this organization not only took the lead in assisting our own industries but called a State meeting, which was the first step taken toward the consideration of the recovery program as a whole.

To quote from the Dallas Times Herald: "The State of Texas was the first of forty-seven states to begin preparations for participation in the President's recovery program and Dallas, lead by its Chamber of Commerce, was the leading factor in this forward step."

Since the trade groups of Dallas and the State began to consider codes and means of conforming to the Recovery Act, the Chamber has been literally deluged with requests by telegraph, mail, telephone and in person, for information and counsel. Speakers have been furnished for over two hundred meetings in the past six weeks, and many business men who have never called on us before have had to come to us for assistance.

It has been a tremendous responsibility but officers, directors and employees have recognized the opportunity for constructive service and have worked night and day in an effort to meet this additional emergency as well as carry on the regular activities.

When General Johnson needed an able agency to carry through his program he immediately called on the Chamber of Commerce. It was a wonderful tribute and recognition of the Chamber of Commerce, and the Chamber not only accepted the challenge but

demonstrated its ability and willingness to meet any emergency.

We are appreciative of the chance thus given to extend our field of contacts, and for the willingness of our members who have readily accepted calls to service in behalf of this great recovery program.

Again has the necessity and usefulness of a Chamber of Commerce been clearly demonstrated.

Too Big

We read about the dinosaurs and the mastodons with their long necks and huge bodies. We are told they got so big that nothing could destroy them, but they are all dead and gone now. Yet every tree is full of tiny insects that have lived since the world began. Evidently it's the big things that devour themselves.

That might be something to think about—there might be a moral to it.

Unfolding

Each day the "New Deal" unfolds a little more and we see a new and important phase. The latest phase is the plans under way to wipe out racketeering and lawlessness that has been rampant in the land.

More and more do we realize how badly we needed a new deal economically, morally and socially.

Of course many of our economic and social standards have been irrevocably changed, but others need changing and some things we have acquired since the war must be eliminated before we can safely progress further. The "New Deal" is surely accomplishing this.

It is the solemn duty of every man, woman and child to bend every effort toward making it a success for the reward is great.

Consumers

We hear a great deal about the consumer and that he pays all the bills and consequently has a terrible time.

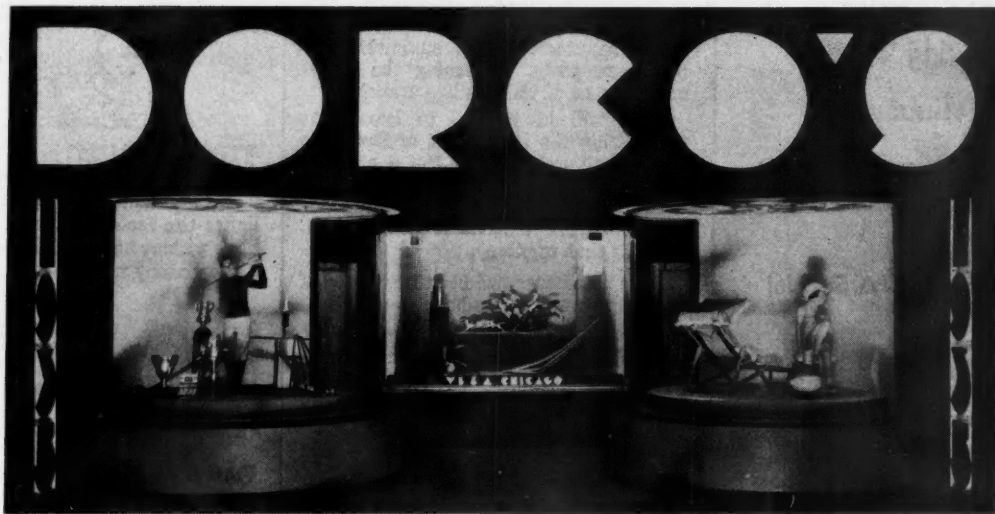
Of course, the consumer pays the bills, but since every person in the United States is a consumer, there isn't anybody else to pay them.

Since he has to pay the bills, on what then is his ability to pay dependent? It has been proven beyond question that his income, regardless of his occupation, depends upon the price of commodities. If the cotton grower cannot pay taxes, the long arm of prices wields a knife on all incomes in every line of endeavor. All workers are directly concerned with the price of raw commodities.

The whole philosophy back of the NRA plan is that the consumer, wage earner and producer are the same man. Higher prices for commodities and more jobs at better wages in order that people may buy. In fact, there isn't any money except consumer's money.

Certainly the consumer is going to foot the bill for recovery—both agricultural and industrial. All he desires is to be made able to do it, and the NRA is simply a plan to help him accomplish his desire.

LIGHT IS THE LIFE OF YOUR STORE



Typical of the modern trend in shop front design is this model exhibited at the Century of Progress, Chicago. It demonstrates effective use of light to compel customer attention.

SELL MORE WITH WINDOWS

Advisory Service

Your problem may be one of power economy in factory production, one of cooling or cooking . . . or of lighting . . . but whatever it is, a skilled engineer on the staff of your electric service company can assist you in finding its solution.

No matter how much, or how little, electricity you use, this advisory service is available to you without cost or obligation. It will pay you to take advantage of this service—not for sale to anyone—but yours for the asking.

Phone 2-9321
Station 356



AN EFFECTIVE show window is worth from 50 to 75 per cent of store rental cost. While the number of passing shoppers determines its potential value, its actual worth to your business is gauged by its ability to compel attention and sell merchandise.

Shoppers must see to buy. Shoppers shun the dark. No matter how fine the merchandise or how beautiful the display, show windows are powerless to attract and sell without adequate light. Light is the life of your windows.

Day and night your windows offer your greatest opportunity for sight selling, your cheapest medium of advertising. But only correctly lighted windows can sell effectively. Don't let sunlight reflections rob you of your windows in the day nor gloom sap their power to sell at night. Put windows to work full time. Light them properly and receive full value from your investment in store front.

DALLAS POWER & LIGHT COMPANY



Reduce Your Interviewing Time to the Minimum

Talk to Qualified Applicants only.

Executives
Office Managers
Accountants (CPA, Sr. & Jr.)
Auditors
Bookkeepers
Credit Managers
Purchasing Agents
Representatives
Salesmen
Technical Men

Private Secretaries
Stenographers
Typists

Cashiers
Tellers
Escrow Men
Cost Clerks
Ledger Clerks
Stock Clerks
Shipping Clerks
Receiving Clerks
Rate Clerks
Price Clerks
File Clerks
Pay Roll Clerks
Stock Clerks
Billing Clerks

Bookkeeping Machine Operators
Billing Machine Operators
Calculating Machine Operators
Switch Board Operators
Office Boys

By careful analysis, testing and investigating, we eliminate those unfitted for your position.

CLOUD EMPLOYMENT SERVICE
815 Gulf States Life Bldg.
Dallas, Texas.

Telephone 7-4139

Mrs. Lloyd V. Cloud
Mrs. Russell Griffith

"Personal Interest"

Success of Branch Causes Enlargement

The Industrial Department has received the following from The Simmons Manufacturing Company, Cleveland, Ohio, manufacturers of automobile replacement parts, concerning the recent enlargement of their Dallas branch:

"You will be pleased to learn that recognizing the importance of Dallas as a distributing center for the Southwest, we have moved our warehouse to 715 South Ervay St. and are enlarging our stocks in order to better serve our customers in that territory.

"The warehouse had been something of an experiment with us but has proven so successful that we have decided not only to maintain those facilities in Dallas but to greatly increase them. It occurred to us that your organization might be interested in this information. Our representative, Mr. A. T. P. Wheeler, is very much pleased with his Dallas facilities.

"Our company is known in the automotive trade as the largest independent manufacturer of replacement parts for popular cars, also manufacturers of the well-known Silver King Hydraulic Jacks. Our other warehouses are located at Atlanta, Chicago, Kansas City, Los Angeles, San Francisco, Philadelphia, Springfield and Toronto."

Hood Finds Dallas Best for Distribution

By actual experience, the Hood Rubber Products Company has found Dallas to be by far the best distributing point for the Southwest, according to E. F. Coombs, district manager of the heel and sole division. Four years ago the Dallas branch of this division was moved to Houston, but because of superior facilities for distribution available here, the branch was moved back to Dallas a short time ago. Since returning to Dallas, the company's business has shown such an increase that rubber heels are being received from the factory in carload lots.

School Eight Years Old

The Byrne Commercial College was established in Dallas eight years ago by H. E. Byrne, and since that time it has grown to become one of the leading business schools in the Southwest. Mr. Byrne was the founder of the Tyler Commercial College at Tyler, serving as its president and manager for twenty-four years. He disposed of the controlling interest in that institution to establish a school in Dallas because this city is the greatest educational and employment center in the Southwest.

"We forget how much it means"



LITTLE TOMMY, in the center of a sea of toys; has a tiny telephone. He's busy calling: "Da! Da!" Pride lights the face of a young mother. She's wishing he might always be just Little Tommy with his toys.



"Hey, Skinny? Can you come over?" shouts an 8-year-old into the telephone. "Want you to help me fix my bike!"

From the living room, a thirty-five year old mother tenderly darts the knee of a torn stocking. She's wishing he might always be just Tommy with his bicycle.

"Is that you, Nell? Are you glad you're gon'na walk with me up the graduation aisle?" Mist forms in the eyes of a middle aged mother as she lays out the suit which Tom will wear. Her boy . . . soon he'll be leaving for college.

"Long Distance? This is Tom Rankin. I want to talk to my mother...Hello, mother. I've made my grades! And, I'll graduate! And say, I've been offered the finest job! Yes, I knew you'd be happy! Of course you'll be here for graduation" . . . and 200 miles away, a lump rises in a mother's throat. She had hoped Tom might be at home for awhile.



Now, the sun has passed mid-day. It's sinking in the West.

A grayhaired man, with easy slippers on, dreams of days which have gone. He relives the scenes through which fate has taken him. And, as so often in other days, he reaches for the telephone . . . this time he's calling a grandchild, named . . . Tommy.

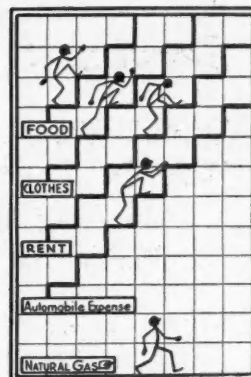
The telephone has grown so much a part of American civilization, so much a part of the family, so great a need in the lives of all of us, that sometimes we forget just how much it means.

You can buy few things which cost so little and are worth so much. Southwestern Bell Telephone Company.





Though Other Prices **CLIMB-**
Natural GAS Remains
 Your Lowest Priced Domestic Servant



Back of the blue flame at your gas burner are 4,000 miles of inter-connected pipe lines, 31 gas fields, and a trained organization . . . to enable you to have hot water for ten baths for only 5 cents.

PRICES are going up. So say the newspapers and business experts . . . so say the price tags in the stores. Food, clothing, commodities in general, are moving steadily to higher levels to meet changing conditions.

But Natural Gas Service, always your lowest priced domestic servant considering the value received, remains at its same modest price level. Instead of advancing to keep pace with other costs, it now becomes by comparison an even greater value than before.

Yes, you can still cook a dinner for three people, make 33 cups of coffee, or operate a gas refrigerator from 8 to 10 hours for a gas cost of only **ONE CENT** for each of these operations, because Natural Gas Service remains your lowest priced domestic servant!

The Dallas  Gas Company

HILTON HOTELS

Serving 8 Texas Cities

WHEN YOU ARE IN DALLAS
WACO » MARLIN » ABILENE
SAN ANGELO » LUBBOCK
PLAINVIEW or EL PASO

Enjoy Hilton Hospitality
and Profit by Our Rates

\$2.00 » \$2.50 « \$3.00

Seek Part-Time Jobs for S. M. U. Students

It has been estimated that when the colleges open this Fall from twenty-five to sixty per cent of the undergraduates will need financial assistance or will try to earn their way. The colleges are giving the students as much financial assistance as is available. During the school year of 1932-33 Chicago University gave \$119,625; Columbia University, \$113,621; the University of California, \$57,000; and Southern Methodist University, \$41,046.

A study of the comparative enrollments of these universities will show that Southern Methodist University is upholding its end in giving financial assistance to worthy students. Resources are not available to give financial aid to all deserving students, but every effort is being made to find part-time jobs for all students who desire to attend Southern Methodist University. To accomplish this Mr. Frank K. Rader, associate professor of Business Administration, has been appointed Student-Employment Director. Mr. Rader interviews students in need of part-time employment, studies their special capabilities and endeavors to find work that is suited to them. A special plea is being made to the citizens of Dallas to cooperate in carrying out successfully this worthy enterprise.

Dallas Employers Generous

Dallas has always given S. M. U. students employment, usually in a clerical capacity. Dallas employers have been generous in their efforts to aid students, many times making work for them, shielding them from rougher work, adjusting work periods to the student's class schedule and have been tolerant of students who have abused their opportunities.

Southern Methodist University is asking for a larger extension of student part-time employment but on a different basis. The need is so great that any kind of work is acceptable that is honorable and honest. Mr. Rader believes, and rightly, that the employer should be given as much consideration as the student, that the work should be of a nature that can be profitably done by students, that instead of the employer adjusting the working hours to suit the student that the student should work out his schedule to the needs of the job.

All students are not suited to employment and only those students that are capable will be selected for part-time jobs. Mr. Rader's aim is to supervise the working student by keeping in touch with his employers, thus insuring dependable service. It is highly desirable that students given employment are so efficient that they are able to hold their positions throughout their college careers. This is possible only by careful selection and continued cooperation of S. M. U. and the business community.

Some business leaders in this country have long bemoaned what they believe

Preferred .. By .. Those .. Knowing

DALLAS' FINEST HOTEL

IT'S ALWAYS
COOL
IN THE
COFFEE
SHOP
REASONABLE
RATES
EXCELLENT
FOOD

Enjoy the finest in hotel accommodations. Stay where the service is perfect, the cuisine the finest to be had. Rates reasonable.

The Adolphus Hotel
OTTO SCHUBERT, JR.
MGR.

McClaren Rubber Company

MANUFACTURERS OF

McClaren Tires

EXECUTIVE OFFICES AND FACTORY

CHARLOTTE
NORTH CAROLINA

To Tire Buyers Who
Demand Value:

This is a competitive—and impatient age. Any product to live in popular favor, must give better than ordinarily good service.

It is better economy and better service to build maximum mileage into one tire, than to build the same mileage in two less rugged tires. The McClaren policy has been built on this sound principle. The superior quality and the superior performance in the Autocrat Cord has been the result of this well formed, definitely established policy. The quality of the Autocrat Cord has been rigidly maintained and improved step by step since 1920.

We have found that final cost per mile is the only true measure of tire economy. You know as we do, that extra protection, uninterrupted service, and freedom from trouble, are features of extra value.

To give extra value, the McClaren Autocrat Cord since 1920 has been guaranteed not to blow out, guaranteed not to stone bruise, and guaranteed to cost less per mile than any other pneumatic, regardless of brand.

Our distributors give you that guarantee in writing with every tire—and the quality built into the tire will mean more to you than the guarantee itself.

Very truly yours,



H. L. McClaren,
President.

HLMcC;LB

Again...Quality

Ware Rubber Company

TIRE DISTRIBUTORS SINCE 1910

2101-3 COMMERCE STREET

Dallas, Texas



McClaren

Mr. Pitt

McClaren

Bakersfield

Dear Hay

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we have

we have

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sufficient

Clareville

greatly a

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on the type

trust

to you

WASCO CREAMERY

TELEPHONE 25

WASCO, CALIFORNIA

March 14, 1933.

Mr. Matt Hayes,
McClaren Tire Distributor,
Bakersfield, Calif.

Dear Hayes:

In answer to your inquiry regarding the service that we have received from McClaren tires, wish to say that we have been using these tires on our equipment in 1929 and the fact that the front tires on this particular piece of equipment have gone in excess of 51,000 miles and the rear tires in excess of 30,000 miles is sufficient evidence that we are pleased with the McClaren service. These particular tires are good for a great many additional miles of service and we believe that without abuse this mileage would be no exception on this type of equipment.

We trust that this information will be of value to you.

Yours very truly,

WASCO CREAMERY & CONSTRUCTION CO.,

L.F. Brier
L.F. Brier, Secretary.

Tells!



Autocrats

For Trucks:



For Passenger Cars:



to be an over-emphasis in our universities upon the teaching of pure theory. They say that practical training is being neglected and that the average graduate of a university is no more prepared to make a living than he was when he finished high school. At its best this statement is an exaggeration; at its worst it is a mis-statement of facts. Without defending the utilitarian value of culture, let me introduce one completely over-looked argument and ride it from here on out; namely, that a large percentage, from twenty-five to fifty per cent, of college graduates have had and will continue to have that much needed contact with the earth through part-time employment during their college careers. This is particularly true of universities located in cities such as Dallas.

40 Per Cent Work Part Time

At Southern Methodist University more than forty per cent of the student body was employed on a part-time basis last year. While this percentage is high it is not large enough to include all of the students that needed part-time employment. Many deserving young men and women were unable to attend the university through inability to secure jobs that would enable them to defray expenses and at the same time give them opportunity to attend classes. For the coming year the percentage of students needing jobs will undoubtedly be higher. Dallas can supply these jobs.

Mary E. Wooley, president of Mt. Holyoke College says, "The United States is investing in the higher education of its youth today to a degree undreamed of in Europe. If young people are withdrawn from the classroom without being put to work elsewhere they easily become prey to despair. Aid given to students during these recent critical years has probably been one of the most effective of stabilizing influences in America."



Wants Dallas Lines

General Sales Corporation, Chamber of Commerce Building, Boston, Mass., with sales and warehousing facilities to cover New England, wants to establish contact with Dallas manufacturers interested in sales representation in that territory.



J. Richard Brown, of Dallas has been elected president of the Southwestern Association of Advertising Agencies, recently formed. The purpose of the organization is "to interpret the uses of advertising agencies to the business world," and will set up a code of fair practices for the profession. Morelle K. Ratcliffe, also of Dallas, was elected secretary-treasurer, and C. B. Wakeley a director.



Buford M. Jones has been appointed manager of the Anderson Furniture Studio.

MODERN OFFICE EQUIPMENT

For twenty years STEWART'S have been making possible the growth in business in Dallas by furnishing these essentials to business progress. Literally hundreds of successful Dallas institutions owe much of their success to STEWART equipment and systems.



For complete service phone us
Telephone 7-8585

STEWART OFFICE SUPPLY CO.
TWO STORES

Branch: 104 S. Akard St.

1521-23 Commerce St.

Let's Step Forward!

We solicit the accounts of progressive indi-

viduals, firms, and corporations of Dallas

and the Southwest, offering the facilities of

a national banking association, adequately

capitalized and amply able to care for all

legitimate requirements of our customers.



**MERCANTILE
NATIONAL
BANK AT
DALLAS**



Safe



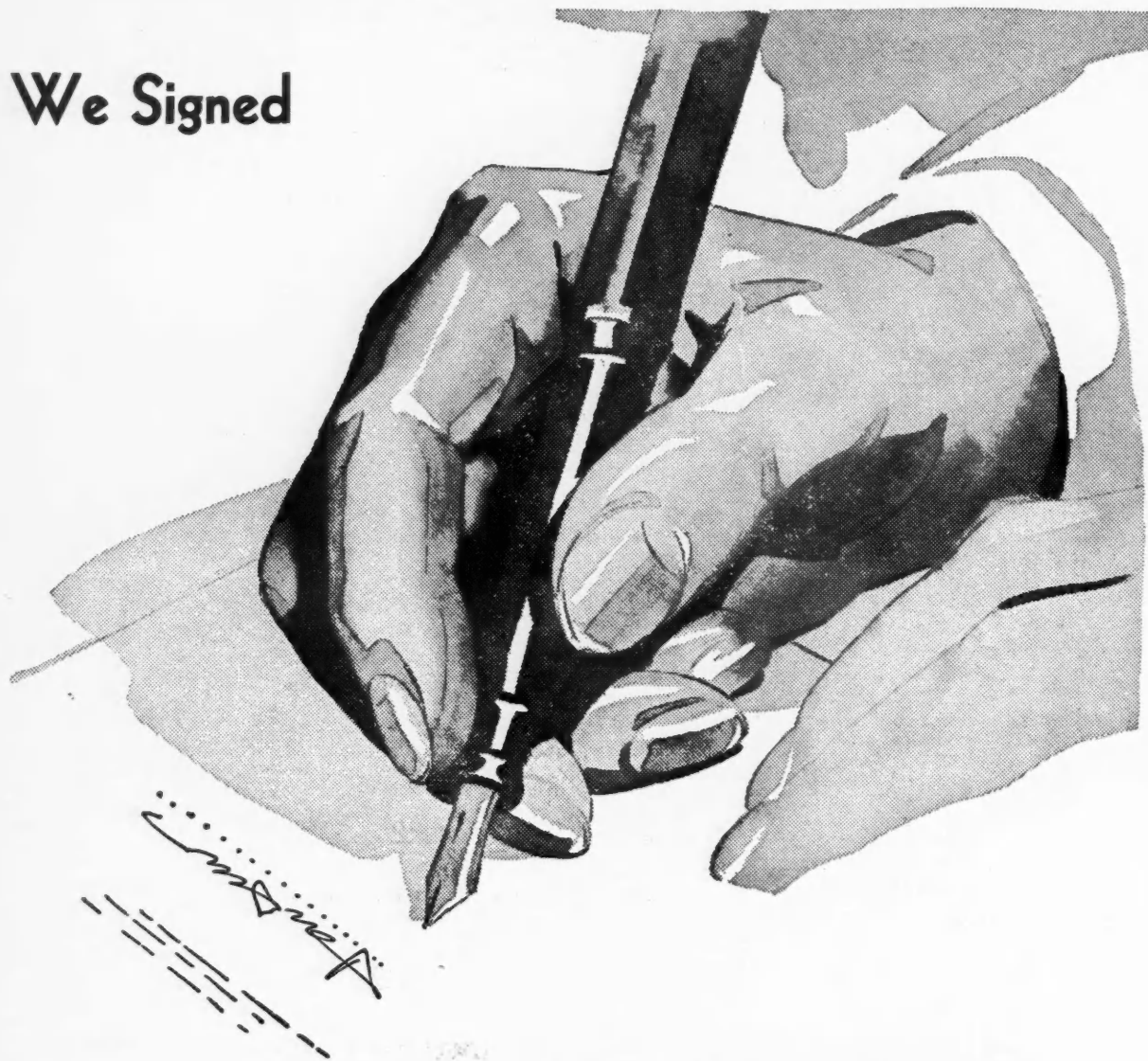
Strong



Friendly

When the President Called

We Signed



on the Dotted Line

.....



Page Eighteen

First National Bank

in Dallas



DALLAS, September, 1933

Manufacturers' Directory

Alphabetical List of Industrial Enterprises in Dallas, Showing the Products They Make and the Territory They Serve

A B C Mattress Company, 3313 Ross Ave.	3-1312
Mattresses. Local.	
A B C Sun Awning Company, 3405 Commerce St.	7-5770
Awnings. Local.	
William Abbott Company, 1905 North Harwood St.	7-1235
Lighting fixtures (iron, brass and copper), ornamental iron (stair rails, gates, grills, etc.), lamps and shades. Local and State.	
Abel Exterminating Co., 4222-24 Live Oak St.	8-1918
Roach powder, ant syrup, fly spray, termite treat, moth proofer. State.	
Accurate Machine Works, 2506 Main St.	7-2906
Machinists (motor rebuilding) Dallas and vicinity.	
Ace Heater Manufacturing Co., Inc., 2123 Cedar Springs	7-4609
Gas hot water heaters. Gas burners. Southwest.	
Ace Refining Company, 1215 North Zanga Blvd.	6-0382
Re-refined crank case oil. Dallas and vicinity.	
Acme Machine Works, 107 South Market St.	7-2818
Machinists—brass work of all kinds, printing presses, engines and pumps a specialty. Southwest.	
Acme Rubber Stamp Company, 1608½ Main St.	7-2705
Rubber Stamps, corporation and notary seals, badges and buttons, shipping supplies. Southwest.	
Acme Screen Company, Inc., 915 South Peak St.	3-2126
Insect screens—screen doors, wood and metal frame window screens, screen door grills. Millwork—light millwork, cabinets, cabinet doors, drawers, etc. Venetian blinds. Overhead garage doors. Southwest on millwork, national on Venetian blinds.	
Acme White Lead & Color Works, 1614 Commerce St.	8-8171
Paints, oils, varnishes; Lin-X linoleum coating. Texas, Oklahoma, New Mexico, Mississippi, Louisiana.	
Adkins-Beck Co., Inc., Second Ave.	4-5111
Meat packers. Texas.	
Adleta Show Case & Fixture Mfg. Co., 1900 Cedar Springs	2-4144
Show cases and store fixtures for all lines of business. Southwest.	
Advance Awning Co., 918 South Bishop Ave.	6-4751
Awnings and canopies. Local.	
Advance Neckwear Co., Inc., 915 Commerce St.	7-5157
Complete line of men's and boys' four-in-hand ties, bow ties, tie and handkerchief combinations. All states west of the Mississippi, including Pacific Coast.	
Ad-Vance Sign & Awning System, 817 College Ave.	3-0065
Signs and awnings. Local.	
Alex's Pure Food Specialties Co., 4206 Main St.	3-8716
Candies and potato chips. Cheese Potato Chips, a patented product. Dallas and Fort Worth.	
Allison Awning & Storage Company, 3308 Ross Ave.	7-3454
Awnings and tents, wagon covers, tarpaulins. Dallas and vicinity.	
Alltex Battery Manufacturing Co., 2100 Cedar Springs	7-4831
Storage batteries. Southwest.	
American Beauty Cover Co., 1900 Orange St.	7-5179
Bank pass books, check covers, coin bags, college yearbook covers, edition book binders, telephone directory covers and specialties, loose leaf covers. United States, Mexico, Philippine Islands.	
American Body & Equipment Company, 2210 Commerce St.	2-6500
Plant at Grand Prairie. Commercial bodies. Southwest.	
American Concrete Pipe Company of Texas, Eagle Ford Road.	2-8638
Concrete pipe. North Texas.	
American Cooperage Co., 2407 K. Street	4-6993
Wooden barrels and kegs, tight and slack. Southwest.	
American Ice Company, 4901 Cole Ave.	5-6501
Ice. Local.	
American Mattress Company—See Southern Factories Corporation.	
American Mill & Manufacturing Co., 3006 Monticello Ave.	5-2057
Millwork. Duck boats, sailing boats and sailing boat masts made to order. North Texas.	
American Paint & Supply Company, 2850 North Haskell Ave.	3-1167
Paints, oils and varnishes. Texas, Oklahoma, Arkansas, Louisiana.	
American Smelting & Refining Works, 1012 Powhattan St.	2-6779
Lead-head nails, babbitt, solder, printers' metal. Southwest.	
American Universal Coffee Company, 1626 Bryan St.	2-2017
Coffee and tea. Texas, Oklahoma, Louisiana, New Mexico.	
Anehor Awning Co., Div. Penniman, Inc., 3921 Gaston Ave.	8-4114
Tents, awnings, tarpaulins, porch curtains, couch hammocks, swings, garden chairs, tables and umbrellas. Southwest.	
Angel Dip Manufacturing Co., 4908 Commerce St.	8-1002
Ice cream (frozen confection). Local.	
Annette Dress Manufacturing Co., 706½ Commerce St.	7-4790
Wash dresses, handkerchiefs, bias bindings. Texas, Oklahoma, Louisiana, Mississippi, Kansas, Missouri.	
Architectural Mantle & Tile Company, 2929 North Fitzhugh St.	8-5985
Mantles. North Texas.	
Arctic Ice Company, 3717 Elm St. (Plant Colby and N. Central)	3-6910
Ice. Local.	
Armstrong Packing Company, 2300 South Lamar St.	4-7141
Beef and pork packers, soap and ice manufacturers, cottonseed oil refiners, shortening, etc. Entire Southwest, United Kingdom and Mexico.	
Aronson-Rose Manufacturing Co., 914 Commerce St.	2-1723
Wash dresses, silk dresses. Southwest, Middle West, Pacific Coast, Southern States.	
Art Sheet Metal & Model Works, 208 Henry St.	2-0020
Light machine work, metal stamping, die and tool makers, model makers, inventions perfected and manufactured, sheet metal workers, welding, etc. Southwest.	
Aschner Manufacturing Co., 2706 South Ervay St.	4-0944
Household ammonia, wash bluing, vinegar, pepper sauce. Texas and Oklahoma.	

This is the first section of the new Dallas Manufacturers' Directory that has been prepared by the Industrial Department.

The directory will be published in three parts. This is an alphabetical list of Dallas factories, showing the products they make and the territory they serve. The second section (to appear next month) will be a commodity classification, listing industries by their products. The third section (to appear in the November issue) will be a trade-name section, listing products by trade names, so that buyers, knowing only the brand or trade-mark of a product, may find the name of the manufacturer.

This directory has been painstakingly prepared. Inevitably, however, there will be errors and omissions. These the Industrial Department will be glad to have called to its attention so that corrections may be made.

When the three sections have been published in this magazine, and thus checked and revised, they will be assembled in a complete directory, attractively printed and illustrated, for widespread distribution locally and throughout the trade territory.

Atlas Art & Glass Co., 211 West Jefferson St.	6-6840
Art glass, artists' supplies. Southwest.	
Atlas Metal Works, Eagle Ford Road	7-2205
Metal culverts, tanks, garages, silos, cattle dipping vats and all products of sheet metal. Southwest.	
Austin Bridge Co., 1813 Clarence St.	4-2127
See also Servis Equipment Company. Bridge Builders. Southwest.	
Austin Brothers, 1815 Coombs St.	4-2141
Fabricators and erectors of structural steel, reinforcing steel, steel buildings, doors and windows, miscellaneous iron and steel work. Southwest.	
B	
B. C. Laboratories, 2001 South Ervay St.	
Hair tonics, oils, dressings, face lotions, creams, shampoos. Southwest.	
B & C Coffee Company, 511 South Ervay St.	7-0292
Coffee roasters. Local.	
B-No-More Fly Spray Co.—See Abel Exterminating Company.	
Bailey & Peterman, Inc., 5003 Holmes St.	9-3191
Beef, veal, lamb, all kinds of pork cuts, ham, bacon, lard, variety of sausages and cooked meats. Local.	
Mrs. Baird's Bread Company, Bryan and Carroll Sts.	8-5105
Wholesale bakery—Bread, cakes. North Texas.	
Baker-Moise Hosiery Mills, 6001 Maple Ave.	5-9325
Full-fashioned silk hosiery. National.	
Ball Nut & Candy Company, 409 South Beckley Ave.	9-8093
Nuts, candy, pecan shellers. Southwest.	
Bankers Supply Co., Div. Todd Sales Co., 1414 Young St.	2-1315
Bank safety checks, pass books, check book covers. Texas, Oklahoma, Arkansas, Louisiana.	
Banner Specialty Company, 4027 Commerce St.	58-3710
Vegetable slicer. National.	
Baptist Standard Publishing Co., Burt Building	2-6974
Publishers, "The Baptist Standard." Southwest.	
W. H. Barrow Ink Company, 4212-B Dickason Ave.	58-2702
Writing Ink, including permanent record ink. Southwest.	
H. L. Battle Machine Works, 3010 Main St.	7-6872
Machinists, machine tool and die makers. North Texas.	
Baynes Sheet Metal Works, 601 First Ave.	3-5500
Sheet metal workers. Local.	
Beauty Craft Laboratories, Inc., Santa Fe Building	2-8530
Cosmetics. Southwest.	
Theodore Beilharz Stone Yard, 301 North Hawkins St.	3-5515
Sawed stone, cut stone, Oklahoma field stone, cobblestone, concrete garden pottery, rustic and ornamental stone of all kinds. Texas.	
I. C. Bell Manufacturing Co., 1019 Pennsylvania Ave.	4-1395
Oil well supplies—rubber swab tips, packing, etc. Distribution to all oil fields through Guiberson Corp.	
A. H. Belo Corporation, Commerce and Lamar Sts.	2-2451
Publishers—Dallas Morning News, Dallas Journal, Semi-Weekly Farm News, Texas Almanac & Industrial Guide.	
Bennett Printing Company, Corsicana St. and Park Ave.	7-3201
Stationers, lithographers, book binding, loose-leaf systems, blank books. Texas, Oklahoma, Arkansas.	
Berr Millinery Company, 912 Commerce St.	7-4522
Millinery. Southwest.	
Samuel Bert Manufacturing Company, 1504 South Akard St.	7-5246
Ice shaving machines for making snow balls and fruit sherberts, ice chipping machines for fountain drinks. International.	

DALLAS, September, 1933

Dallas Cut Glass Co., 1724 Young St. 7-3746
Cutting of complete lines of table ware, both in the gray, genuine rock crystal, etc. Southwest.

Dallas Dispatch Company, 1508 Federal St. 2-3421
Publishers Dallas Dispatch. North Texas.

Dallas Distilled Water Company, 2513 Dawson St. 4-4242
Distilled water. Local.

Dallas Electrotape Company, 105 North Market St. 2-7751
Electrotapes. Southwest.

Dallas Engineering Corporation, 1113 Hall St. 8-2948
Airplane type electric fans, exhaust fans, cooling systems, lamps (floor and table), parchment lamp shades. National.

Dallas Foundry, Inc., College & Pacific Ave. 7-2352
Meter boxes, municipal castings, wood and metal patterns, grey iron castings, white iron castings. Texas, Oklahoma, Arkansas, Louisiana, New Mexico, Mississippi, Kansas and Missouri.

Dallas Hat Manufacturing Co., 915 Commerce St. 2-5942
Millinery. Texas, Oklahoma, Arkansas, Louisiana, Kansas, New Mexico, Colorado.

Dallas Heating & Ventilating Co., Inc., 2422 Alamo St. 2-5278
Sheet metal products of all kinds. Southwest.

Dallas Ice Factory, 1110 Hall St. 8-4191
Ice. Local.

Dallas Label & Box Works, 1504 Manger Ave. 2-2924
Paper boxes and cartons, labels, commercial printing, prescription files. Texas and adjoining states.

Dallas Leather Goods Company, 1904 Greenville Ave. 2-7976
Leather goods and novelties. Southwest.

Dallas Lime Company, West Dallas 2-7976
Lime—bulk, coopered, hydrated. Southwest.

Dallas Macaroni Manufacturing Co., 2000 Hall St. 3-0306
Macaroni, spaghetti, vermicelli, pericattelli, margherita, noodles. Texas and Oklahoma.

Dallas Machine Works, 915 Camp Street. 2-6394
Machinists. Local.

Dallas Manufacturing & Plating Company, 915 Camp St. 7-4220
Electroplaters—tumbling and all kinds of plating. Dallas and vicinity.

Dallas Marble & Granite Co., 602 Young St. 7-1717
Monuments, mausoleums, busts and statuary, general cemetery and public memorial work. Texas, Oklahoma, Arkansas.

Dallas Milk Company, 1811 Leonard St. 7-8531
Milk, cream, buttermilk, cottage cheese, chocolate milk, sweetened condensed milk, plain condensed milk. Local.

Dallas Mill & Lumber Co., West Dallas 2-3091
Millwork—door and window manufacturers. North Texas.

Dallas Oil & Refining Co., 3131 Oak Lane 4-5135
Cottonseed oil, cake, meal and hulls, cotton linters, refined cottonseed oil, crude cottonseed oil, cottonseed oil soapstock. National.

Dallas Paste Company, 1410 Ross Ave. 2-4910
Paper hangers, saddlery and library paste, mullage, paste for tin and corrugated boxes. Southwest.

Dallas Sanitary Wiping Cloth Co., 2013 Latimer St. 4-1669
Cotton waste, wool waste, washed, sterilized wiping cloths, dust cloths, mattress cotton. Texas, Oklahoma.

Dallas Service Garment Company, 1027 South Beckley Ave. 9-6236
White uniforms for nurses, doctors, etc. Southwest.

Dallas Sheet Metal Roofing Co., 3012 Ross Ave. 8-4867
Sheet metal products, roofing, etc. Southwest.

Dallas Show Case Company, Inc., 2016 South Akard St. 4-4151
Bank and office fixtures, complete store equipment, courthouse fixtures, fine residential interior trim, special cabinet work, beer dispensing equipment. South and Southwest.

Dallas Show Print, 1013 Elm Street. 7-5245
Poster printers. Texas.

Dallas Silversmithing Co., 1623 Hall Street 3-3266
Plating, rust-proofing, tinning, repairing. Special manufacture and repairing of surgical and dental instruments. "Chrombrite" and "Udylite" rustproofs. Southwest.

Dallas Stained Glass Studio, 701 North Lancaster Ave. 4-5363
Stained and art glass. Southwest.

Dallas Steel & Iron Works, 3309 Oak Lane 4-5363
Light fixtures, wrought iron work, ornamental and architectural iron and wire work—grills, railings, stairs, gates, etc. Southwest.

Dallas Tent & Awning Co., 3401 Commerce St. 7-2119
Awnings, tents, tarpaulins, wagon covers, cotton-picking sacks, canvas curtains, football field covers, waterproof materials—all other canvas products. Southwest.

Dallas Textile Mills, Maple Ave. at Love Field 5-4177
Division of Texas Textile Mills, Inc.
Awning materials, cottonades, covers and other work-garment materials, towels, pocketings, etc. National.

Dallas Trunk Factory, 1517 Jackson St. 2-1714
Trunks, leather goods, etc. Texas.

Dallas Uniform Cap Manufacturing Co., 2110 Elm St. 7-6586
Uniform caps of all kinds. Southwest.

Dallas Vinegar & Bluing Co., 1925 North Pearl St. 2-0775
Vinegar, bluing. Local.

Dallas Waste Mills, Terminal and T. & N. O. Ry. 4-2188
Cotton and woolen waste, linters, mattress stock, sterilized wiping cloths, etc. International.

Dallas Window Shade Co., 246 West Davis St. 6-1054
Window shades. Local.

Dal-Tex Coffee Company, 1113 Hord St. 2-8077
Coffee, tea, extracts, peanut butter, olives, French dressing. Southwest.

Daltec Manufacturing Corp., 113 Factory St. (Love Field) 5-7568
Bed springs, porch gliders, overstuffed furniture, studio couches. Texas.

Daltec Mattress Company, 3001 Commerce St. 7-6683
Mattresses. Local.

Dal-Tex Window Shade & Mfg. Co., 1807 Greenville Ave. 3-0689
Window shades. Local.

Darling Dress Manufacturing Co., 802 Commerce St. 2-5539
Wash dresses. National.

Davis Hat Company, 715 Jackson St. 7-8711
Men's felt hats, cravats, etc. Texas, Oklahoma, Arkansas, Louisiana, New Mexico, Arizona.

Davis Millinery Company, Inc., 1014 Commerce St. 2-5750
Millinery. Texas, Oklahoma, New Mexico, Louisiana, Arkansas.

Den-Tite Company, 1127 Medical Arts Bldg. 2-6366
"Den-Tite", rubber composition dental product. International.

Direct Mattress Company, 1420 North Zangs Blvd. 6-5151
Mattresses, pillows, quilt bats, studio couches, box springs, chair cushions, swing cushions. Southwest and Pacific Coast.

Dixie Cookie Cone Co., 1011 Vermont St. 5-4808
Ice cream cones. Local.

Dixie Deb, Inc., 4501 Buena Vista St. 7-2098
Cosmetics. Southwest.

Dixie Cultivator Corporation, 412 Factory St. (Love Field) 5-4808
Mechanical cotton choppers. Southwest.

Dixie Disinfecting Company, 2000 Magnolia St. 7-2098
Janitors' supplies, insecticides, chemicals, floor soap, etc. Texas, Oklahoma, Arkansas, Louisiana, Kansas, Missouri, Colorado and Nebraska.

Dixie Fruit Flavor Co., 1115 Stonewall Street. 4-1427
Extracts.

Dixie Premium Supply Corp., 2500 South Harwood St. 4-1427
Plaster composition novelties, carnival supplies. Texas, Oklahoma, Arkansas, Louisiana.

Dixie Products Company, 3501 Cornell Street 5-2055
Shoe polishes, shoe dressings, etc. Southwest.

Dixie Sugar Cone Company, 1315 North Madison St. 9-4167
Ice cream cones. Southwest.

Dixie Wax Paper Co., Inc., 1300 South Polk St. 6-8177
Waxed paper, waxed paper bags, glassine bags. Texas, Oklahoma, Arkansas, Louisiana, New Mexico, Tennessee.

Donnell Ice Cream Company, 725 West Davis St. 6-8197
Ice cream. Local.

Donovan Manufacturing Company, 800 Jackson St. 2-7796
Wash dresses. National.

The Dorsey Company, 1000 Commerce St. 2-1491
Blank books, loose leaves all forms and sizes, order books, annuals, school and college, direct mail pieces, catalogs, loose-leaf devices, binders, lithographers and printers. Texas, Oklahoma, Arizona, New Mexico.

Dr. Pepper Company, 429 Second Ave. 3-8164
Syrup for bottlers of Dr. Pepper beverage, ginger ale. National.

Roxy Downes, 208 South Lamar St. 2-1055
Millinery. Texas.

Duecker Bros. Belting Co., 703 Elm Street 7-6739
Leather belts. Texas, Oklahoma, Arkansas, Louisiana.

Dust-Eter Co., Inc. (See H. B. Meyer & Sons) 8-4151
Dutch Lead & Color Works, 723 South Haskell Ave. 8-4151
Paints, varnishes, enamels. Southwest.

The Dyo Corporation, 2416 South Harwood St. 4-1930
Shoe polishes, shoe dressings, oil dyes, coloring fluids for glass, spot remover, tanning materials. Texas, Oklahoma, Arkansas, Louisiana, Tennessee, Missouri, New Mexico.

E

Eclipse Specialties Company, 1723 Wood Street 7-6504
Eclipse collar protector and shaper, for laundries, to prevent rumpling. National.

Edwards Manufacturing Co. of Texas, Market and Collin Sts. 2-5692
Sheet metal products, metal building materials. Southwest.

Elam Broom & Mop Factory, 1318 Stella St. 6-2211
Brooms and mops. North Texas.

Electrified Water Co. of Dallas, 1925 Cedar Springs 2-8688
Electrified water, distilled water. Local.

Electro Ball Co., 1200 Camp St. 2-2413
Marble game devices—amusement devices using coin slot. Texas and adjacent States.

Electrozone Water Co., 111 North Carroll Ave. 87-2200
Purified water. Local.

El Food Corporation, 3104 Oak Lane 4-5131
Mayonnaise, sandwich spread, thousand island dressing, French dressing, salad dressing. Texas and surrounding States.

B. H. Elliott Marble & Granite Works, Orphans Home Road 3-0619
Monuments. North Texas.

Ellis Manufacturing Co., 2544½ Elm Street 7-6871
Work clothing. Southwest.

Elmqvist & Woods, Andrews Bldg. 2-7597
Custom-made shirts. Texas.

Elrod's Ice Cream Co., 1108 N. Carroll Ave. 3-2112
Ice cream. Local.

Emeco Derrick & Equipment Co., Maple Road (P. O. Box 148) 5-2111
Oil well pumps and parts, sucker rods, pull rods; complete line of tubing tongs, hooks, sucker rod hooks, wrenches and fishing tools. International.

Equality Paper Box Co., 1609 Hughes Circle 7-4663
Paper boxes, jig saw puzzles. Southwest.

Eucaline Medicine Co., 124 East Jefferson St. 6-4915
Medicine. Southwest.

Even Heat Furnace Co., Div. Penniman, Inc., 3919 Gaston Ave. 8-4114
Gas floor furnaces. Southwest.

Arthur A. Everts Company, 1620 Main St. 2-3244
Manufacturing jewelers. Southwest.

Ewell Tent & Awning Co., 510 North Akard St. 2-2071
Tents and awnings, tarpaulins, horse and wagon covers. Southwest.

Excel Auto Radiator Company, 2400 Holmes St. 4-4035
Radiators, cores, etc. Southwest.

Ex-Cel Manufacturing Co., 906 Gulf States Life Bldg. 7-0182
Furniture and floor polish. Southwest and Pacific Coast.

Ex-Cel Products Co. (See El Food Corporation) 7-5941
Exclusive Chemicals, Inc., 212 Second Ave. 7-5941
Chemicals. Southwest.

Exline-Lowdon Co., 1818 South Ervay St. 4-2177
Printers, lithographers, manufacturing stationers. Texas, Oklahoma, Arkansas, Louisiana.

Extension Garment Hanger Co., Inc., Dallas Bank & Trust Bldg. 2-6193
Extension garment hangers. National.

F

Facho Cap Company, 5026 Ross Ave. 3-1132
Boys' caps, baby boy caps and berets, girls' and women's berets, beret and scarf sets. All Southern States from Virginia to Arizona.

Fat-A-Way Lotion Laboratories (See Southwestern Research Laboratories) 3-1292
Gas burners, for use under boilers. Southwest.

Faucher Burner Company, 4912 Bryan St. 6-0127
Favorite Potato Chip Co., 4927 Kildare St. 58-2029
Potato chips. Local.

Filler Manufacturing Co., 2612 Cole Ave. 2-2070
"Corn Chips," a food product. Southwest.

First Texas Chemical Manufacturing Co., 1810 North Lamar St. 2-2070
Pharmaceuticals, about 2,500 items. Southwest.

Fleming & Sons, Inc., operators Oak Cliff Paper Mills, 1116 East Twelfth St.	8-8168
Building paper, roofing paper, wrapping paper, deadening felt, box and container board, egg cartons, egg-case fillers. Texas, Oklahoma, Louisiana, Arkansas, New Mexico, Missouri, Kansas, Tennessee.	
Ford Motor Company, 5200 East Grand Ave.	3-2181
Automobile assembly plant. Southwest.	
Forrest Manufacturing Co., 1015 Jackson St.	2-1769
Wash dresses. Southwest.	
Fox-Coffey-Edge Company, Commerce and Poydras Sts.	7-2141
Millinery, lingerie. Texas, Oklahoma, Louisiana, Arkansas, New Mexico, Missouri, Kansas.	
The Frito Co., 1411 North Haskell Ave.	3-0603
Food products. Southwest.	
Fulton Bag & Cotton Mills, 214 North Preston St.	2-1469
Bags for all uses, made of cotton, burlap or paper. Twines, cotton, jute, flax and paper fleece. Canvas articles, such as tents, tarpaulins, wagon covers, etc. Fultone striped awning materials, furniture pads, cotton bale covering, patches, casket and grave linings. International.	
G	
G. & S. Hosiery Company, Inc., 2812 Elm St.	7-3093
Hosiery dyeing. Southwest.	
Gall Novelty Company, 1006½ Commerce St.	7-4437
Costume jewelry, organdie bows, organdie flowers, handbags. Southwest, South and Middle West.	
Garland Creamery, 6360 Richmond Ave.	8-9126
(Affiliated with Southern Properties, Inc.). Creamery butter, ice cream. Dallas County.	
Gena Laboratories, 114 South Beckley Ave.	6-0430
Toilet preparations, extracts, medicines. Texas.	
General Ad-Film Co., 308 South Harwood St.	9-1281
Talking picture advertising films. Twelve states.	
General Electric Company, 1801 North Lamar St.	7-9121
Manufacture switchboards, panels and electrical distribution equipment. Service factory for all kinds of electrical apparatus and supplies. Texas, Oklahoma, Arkansas, Louisiana, New Mexico.	
Gifford-Hill Pipe Company, Mercantile Building	2-9294
Concrete sewer pipe and fittings, six to twenty-four inches; reinforced concrete pipe fifteen inches and up. Within 150 miles.	
Gill Battery Manufacturing Co., 2905 Swiss Ave.	3-9711
Storage batteries. Southwest.	
Ginner & Miller Publishing Co., 3116-3118 Commerce St.	7-1259
Publishers, "The Cotton and Cotton Oil News," "International Cotton Book," "International Cottonseed Products Directory." International.	
Globe Manufacturing Co., 1511 South Ervay St.	7-1493
(Affiliated with National Disinfectant Co.). Janitors supplies, disinfectants, liquid soaps, cleaning compounds, insecticides, deodorants. Southwest.	
Glory-O Supply Company., 835 West Seventh St.	6-0903
Beauty shop supplies—astrigent lotion, acne lotion, shampoo, brilliantine, liquid powder base, scalp oil, French blue, face powder, honey and almond cleanser, cleansing cream, liquefying cleanser, tissue cream, wrinkle cream, wave-set powder, permanent wave lotion. Texas, Oklahoma, Louisiana.	
Glover Rubber Stamp Manufacturing Co., 901½ Elm St.	2-7676
Rubber stamps. Local.	
Gold Neckwear Manufacturing Co., 1111 Commerce St.	
Cravats. Southwest.	
Goldberg Millinery Company, Wholesale Merchants Building	2-8970
Millinery. Texas.	
Goldstein Hat Manufacturing Co., 1004 Commerce St.	2-1583
Millinery. National.	
Golman Baking Company, 1835 Corinth St.	4-7121
Wholesale bakery, bread only. Local.	
G. M. Gordon Drug Company, 1500 Patterson Ave.	2-7529
Medicines. National.	
Walter Gottlich & Company, 714 Commerce St.	2-0157
Fibre suitcases, metal hand lockers, metal army lockers. Texas.	
Grennan Bakeries, Inc., 2301 South Ervay St.	4-4191
Cakes. North Texas.	
Grimes Rubber Company, 2939 Main St.	2-1837
Vulcanized skived boots, repair patches and reliners; also special products made from old tires. North Texas.	
Guiberson Corporation, 1000 Forest Ave.	4-2185
Oil field equipment—tubing catchers, spiral packers and plugs, control head packers, casing tongs, joint tongs, casing and tubing swabs, pistons, underreamers, oil savers, multiple disc bits, booster pumps. In all United States and foreign oil fields.	
Guiberson Diesel Engine Co., 1000 Forest Ave.	4-2185
Diesel airplane and motor truck engines. National.	
Gulf Cone Company, Inc., 2220 South Harwood St.	4-2413
Ice cream cones, soda straws. Six Southwestern States.	
Gulf Furniture Manufacturing Co., 1009 South Harwood St.	7-4529
Upholstered furniture. Southwest.	
H	
Haggar Company, Santa Fe Building Unit 4	2-5554
Men's and boys' pants—dress, riding, work. Women's riding and long pants. National.	
Hall Curtain Corporation, 906 North Lancaster Ave.	9-3916
Automobile curtains and awnings. National.	
Harben-Spotts Co., Inc., Insurance Building	2-2780
Publishers, Richardson Echo, Texas Odd Fellow, Texas Christian Advocate, Texas Federation News, Dallas Greeter, Texas Druggist, Retail Grocers Journal, Texas Industrial Record.	
Hardware & Implement Journal, 1000 Commerce St.	7-1712
Trade journal publishers.	
Harper Standard Engraving Co., 1611 Royal St.	7-5385
Engravings. Southwest.	
The Glenn K. Harris Co., 616 North Washington St.	3-0170
Chocolate syrup, crushed pineapple and strawberry for soda fountains, preserves, Bar-B-Q sauce, pickle relish. North Texas.	
O. K. Harry Steel Works, 2412 Swiss Ave.	8-5247
Metal tanks, culverts, sheet metal products, etc. Southwest.	
Hayden Manufacturing Co., 1415 Young St.	7-5691
Advertising novelties—celluloid, silk, felt, wood. Southwest.	
Hedgecock Artificial Limb & Brace Mfg. Co., 1306½ Commerce St.	2-4676
Artificial legs and arms, arch supports, braces for all parts of the body. Texas, Oklahoma, Arkansas, Louisiana.	
Henderson Ice Tool Co., 3509 East Side Ave.	8-5306
Ice tongs, leather back pads, picks, saws, etc., National.	
Herbert Bros. & Trembley, Peak and Bryan Sts.	8-2119
Contract manufacturers of work clothing, pants, etc.	
Hess & Mooneyham, Inc., 507 First Ave.	8-5758
Composition storage battery boxes. Six states and Mexico.	
Hesse Envelope Co. of Texas, Munger and Law Sts.	2-3293
Envelopes of every description, vertical file folders, school book covers. Texas, Oklahoma, Arkansas, Louisiana, Kansas and adjoining states.	
Higdon, Inc., 202 South Ervay St.	7-1260
Millinery. Southwest.	
Higginbotham-Bailey-Logan Co., 900 Jackson St.	2-3451
Men's dress suits, pants, overcoats, top coats, shirts, neckties; men's and boys' work clothing, pants, shirts, etc.; men's and boys' nainsook athletic style underwear, shirts and shorts; women's, misses', children's and infants' wash dresses, silk dresses, wool dresses; rayon and silk underwear; curtains and draperies. Texas, Oklahoma, Arkansas, Louisiana, New Mexico.	
L. J. Higginbotham Photographic Advertising Co., 1003 Camp St.	7-5234
Electrical action window advertising displays. National.	
Higginbotham Millinery Company, 914 Jackson St.	2-8021
Millinery. Texas, Oklahoma, New Mexico, Arkansas, Louisiana.	
Hill Chemical & Manufacturing Co., 2606 Swiss Ave.	87-1018
Chemicals. Southwest.	
Hinckley Gin Supply Co., 5016 Miller Ave.	8-6178
Cotton cleaners, three four or six cylinders. Throughout cotton belt.	
Holmes Street Pottery, 4516 Holmes St.	4-4066
Bird baths, lawn benches, flower vases, boxes, urns, etc., in permanent cast stone; also novelty art plaster. Texas.	
Home Creamery Company, 3620 Holmes St.	4-1192
Creamery butter. Local.	
Home Products, Inc., 4508 East Grand Ave.	8-8314
Coffee, food products. Local.	
A. C. Horn & Company, 1205 Hord St.	2-5827
Sheet metal products.	
J. M. House Candy Company, 2417 Marburg St.	4-3771
Candy—suckers, penny goods, five-cent bars, two-for-five-cent bars. Texas, Oklahoma, Arkansas, Louisiana.	
J. A. Howard & Company, 3324 Elm St.	7-3429
Coffee roasters, grinders of spices, packers of olives, pickles and condiments. North Texas.	
Mrs. Ann Hubig's Pies, 2822 McKinney Ave.	8-1829
Bakers—pies only. North Texas.	
Huey & Philp Hardware Co., 1106 Pacific Ave.	2-2461
Cafe counters, cafeteria counters, coffee urn stands, steam tables, back bars, pastry cases, plate warmers, other cafe, hotel and institutional equipment. Texas, Oklahoma, Arkansas, Louisiana, New Mexico, Arizona, Mexico.	
Hughes Bros. Mfg. Co., 1401 South Ervay St.	7-2146
Adolphus chocolates, general line of bulk candies, 5c bar candies. Throughout Southwestern States.	
Huttig Sash & Door Company of Texas, 304 North Crowder St.	2-8734
Sashes, doors, frames, trim; millwork—mouldings, cabinets; roofings. Within radius of 250 miles.	
I	
Ideal Mattress Company 1013 South Lamar St.	2-7062
Mattresses of all grades. Local.	
Ideal Pottery, 2930 West Davis St.	6-2947
Vases, for cut flowers and ornamental, bird baths, flower pots, hanging baskets, churns, jars, rabbit bowls, chicken fountains, water coolers, steins, pitchers, etc.; also plaques and all plaster novelties. National.	
A. E. Illes Company, 2622 Throckmorton St.	5-5550
Flavoring extracts—vanilla extract, vanilla extract compounds, vanilla bouquets for bakers, ice cream and candy manufacturers. Vanilla bouquet No. 10 in 1-ounce bottles to grocery and drug trade. Cosmetics—brilliantine. Medicines: Count Ten for athlete's foot, rubbing alcohol compound. Several states.	
Imperial Mattress Company (See Sealy Mattress Company)	
Industrial Paint & Varnish Co., Love Field	5-6601
Industrial paints and varnishes—architectural paints and varnishes, enamels, stains, fillers, undercoats, shingle stains, mineral paints. Texas and adjoining states.	
Industrial Steel & Iron Works, 924 West Davis St.	6-0009
Steel stairs, fire escapes, window guards, metal doors, wrought iron railings, grills, light structural steel. Texas.	
Inside Tray Company, Inc., 3301 Oak Lawn Ave.	5-3161
Inside serving trays for automobile curb service. National.	
International Exterminating Company, 111 North Carroll Ave.	8-4916
Insecticides and exterminators—Red Seal rat death, insecticide, roach paste, roach powder, fly spray, moth proofing. Several states.	
International Printing Ink Corp. of Texas, 2021 Jackson St.	7-6874
Printing and lithographing inks. Southwest.	
International Vegetable Oil Company, Hutchins Road	4-5181
Cottonseed oil, cottonseed oil products, feeds, etc. International.	
J	
Jackson Shade Shop, 1917 North Harwood St.	2-4688
Window shades. Local.	
I. Jaffee Company, 3128 San Jacinto St.	
Duck bags, aprons and sacks. Southwest.	
Jamieson Film Laboratories, 2212 Live Oak St.	2-1725
Talking pictures—advertising, industrial, educational, sales promotion, news. Fifteen states.	
John J. Johnson, 1912 North St. Paul St.	2-8067
Blue print papers, blue print cloths, negative papers, general reproductions. Southwestern and Southern States.	
Jones-Blair Paint & Varnish Co., Inc., Love Field	5-3533
Paints, varnishes, enamels, lacquers. Texas, Oklahoma, Louisiana.	
Joy-Synth Co., Inc., 1200 Broom St.	2-8303
Toilet articles—brilliantine, cleansing oil shampoo, cleansing cream, tissue cream, muscle oil, lotions, astringents, hair tonic, cold cream. Medicines—Crown mineral oil (Russian), Ferrasal, Minda hedoil. Throughout Southwest.	
K	
Kadane-Brown, Inc. (See Lone Star Foods, Inc.)	
Karmelkorn Candy Company, 1919 Elm St.	2-0779
Confections. North Texas.	
Kennedy Machine & Brass Company, 3104 Oak Lane	4-5131
Machinists, iron castings; electric fans, airplane type, torpedo fans, industrial cooling fans, exhaust fans, automatic shutters for exhaust fans. National.	
King Burners, Inc., 2001 West Commerce St.	2-6949
King Synchronous gas burners. National.	

King Manufacturing Co., 1415 Young St. 2-5386
Women's neckwear, blouses, sports wear, children's clothing, artificial flowers. Texas.

King Scenic Company, 2545 Elm Street 7-6101
Theatrical scenery, decorations and furnishings. Texas, Oklahoma, Arkansas, Louisiana.

W. S. Kirby Company, 2201 South Harwood St. 4-0978
McCormick's and Lady Beth cosmetics. W. S. Kirby drug sundries. International.

Klean-Tex Cover Company, 622 West Davis St. 6-0429
Seat covers. Local.

Harry H. Knight Company, 212 North Austin St. 2-6183
Electric fans, airplane type; lamps, table, floor and boudoir; parchment lamp shades. National.

Kofahl Sheet Metal & Furnace Works, 3305 Commerce St. 2-0355
Sheet metal products, furnaces, etc. Local.

Kroehler Manufacturing Co., 2625 Elm St. 7-4525
Furniture—living room, dining room, bedroom, davenport beds, studio couches, automatic beds. Southwest.

L

L. & L. Manufacturing Co., 1104½ Commerce St. 2-1046
Ready-to-wear—coats, suits, dresses. Texas.

Lady Beth Company (See W. S. Kirby Company)

La Fiesta Chili Company, 3324 Elm St. 7-3429
Chili—condensed brick. Within 150 miles.

Fred L. Lake & Company, 1015 Elm St. 2-1743
Rubber stamps, seals, shipping room supplies, etc. Texas and Louisiana.

Lamar Street Foundry & Pattern Works, 900 S. Lamar St. 2-2268
Iron castings, patterns, brass, bronze and aluminum castings. Southwest.

Lantz-Berger, Inc., 1008½ Commerce St. 2-2653
Silk dresses. Southwest.

La Tribuna Italiana, 1001½ South Harwood St. 7-2960
Newspaper published in Italian. Southwest.

Laudner Sales System, 4943 Reiser Ave. 8-1903
Vanilla flavoring extract. Local.

Lawlor Sheet Metal Works, 1011 Camp St. 2-5018
Sheet metal products. Local.

Lawrence Sheet Metal Works, 2700 Swiss Ave. 3-8696
Sheet metal products, electric signs, skylights, ventilators, gutters, metal shingles, cornices, corrugated and flat sheet metal work. North Texas.

Lawson Rubber & Manufacturing Co., Inc., Station A, Box 4176. 9-8680
Tire boots, dust cloths, radiator stop-leak capsules, reliners. National.

W. J. Lawther Mills, 5225 Maple Ave. 5-6071
Poultry and stock feeds. Texas and Louisiana.

Lee's Products, Inc., 1405 Greenville Ave. 8-8855
Food products—mayonnaise, relish, salad dressing. Southwest.

Leigh Banana Case Company, 3201 Oak Lane. 4-6741
Crates. Southwest.

Lewis Ice & Cold Storage Co., 132 North Marsalis Ave. 6-8104
Ice. Local.

Liberty Broom Works, 1106 Caruth St. 2-0978
Brooms. North Texas.

Liberty Smelting & Refining Works, 1307 River St. 2-0978
Babbitt metals, solders, printers' metal. Southwest.

Lichtenstein-Mittenthal Co., 900 Commerce St. 2-9141
Millinery. All U. S. except New England.

Lighthouse Manufacturing Co., 2602 Swiss Ave. 3-2454
Peanut vending machines. National.

Lincoln Paint & Color Company (See Acme White Lead & Color Co.)

Lincoln Premium Manufacturing Co., 2925 Commerce St. 4-7135
Premium goods, carnival supplies, plaster goods. Southwest.

Linde Air Products Company of Texas, 2501 S. Harwood St. 4-7135
Oxygen. North Texas.

Dr. W. A. Link Medicine Co., 2815 Main St. 7-5815
Medicines, toilet articles, etc. International.

Linz Bros., 1100 Main St. 2-4391
Manufacturing jewelers. Local.

Lion Brand Manufacturing Company, 2408 Elm St. 7-2006
Work clothing. Southwest.

Liquid Carbonic Company of Texas, 1118 Jackson St. 2-6481
(Plant 811 McKinney Ave.)
Carbonic acid gas, solid carbon dioxide (dry ice). Texas and Oklahoma.

Lockett & Arons Company, 714 Commerce St. 7-2836
Men's pants. Southwest.

Lone Star Brass Foundry, 1212 Camp St. 2-4242
Brass foundry. Brass work of all kinds. Texas.

Lone Star Cement Company of Texas, Santa Fe Building (Plant West Dallas) 2-1486
Cement. Texas, Oklahoma, Arkansas, Louisiana.

Lone Star Foods, Inc., 910 South Harwood St. 7-6987
Butter substitute (margarine), mayonnaise, salad dressing, sandwich spread, thousand island dressing, creamery butter, cheese. Texas, Oklahoma, Louisiana.

Lone Wolf Manufacturing Co., 3900 Elm St. 3-5817
Barbers' supplies—hair tonic, shampoo, oil, brilliantine, face creams, face lotions. National.

Long Machine Tool & Die Co., 208 North Crowds St. 7-5851
Machinists. Tools, dies, models, inventions perfected. Southwest.

Lorch Manufacturing Company, 909 Jackson St. 2-7201
Silk dresses, cotton dresses, skirts, blouses. National.

Lore Ne' Company, 2824 Lucas St. 5-9779
Perfumery, cosmetics, disinfectants, etc. Southwest.

Louis Pants Manufacturing Co., Wholesale Merchants Bldg. 7-1680
Men's pants. Southwest.

Love Field Potteries, Inc., Love Field 5-6717
Art pottery, red and white flower pots, stoneware, garden pottery. Texas, Oklahoma, Louisiana.

Lovedale Manufacturing Co., 2703 Turner St. 2-0453
Cloth bags, linen goods. Southwest.

Lyons Bros. Co., 2420 Swiss Ave. 8-5613
Vinegar, grocers' sundries. Southwest.

M

M G Bottling Works, 2201 Leonard St. 2-6736
Beverages. North Texas.

M. & G. Chemical Company, 5706 Junius St. 2-6736
Insect destroyers, etc. Southwest.

M. R. RefinOil Company, 1800 North Harwood St. 2-4962
Re-refined lubricating oils, penetrating oils. Local.

M. & M. Distributing Corp., 622 North Washington St. 3-3656
Medicines. Southwest.

Maltex Handkerchief Mfg. Co. (See Annette Dress Mfg. Co.)

Mammy's Barbecued Peanut Co., 122 North Peak St. 3-0428
"Barbecued" peanuts packed in moisture-proof bags. Texas.

Mancill-Wilson Company, Wholesale Merchants Bldg. 7-2603
Millinery. Texas, Oklahoma, Louisiana, Missouri, Kansas, New Mexico, Florida, Mississippi.

Marcey Lee Manufacturing Co., 2212 South Lamar St. 4-5101
Cotton wash dresses, women's and misses'. Southwest, South, Middle West, Pennsylvania.

Martin Stationery Company, 910 Main St. 2-1992
Stationery (legal blanks), rubber stamps. Local.

P. P. Martinez, 1804 Main St. 7-4446
Cigars and tobacco. Southwest.

Mason Awning Co., 4533 San Jacinto St. 8-5205
Awnings. Local.

Mason Engraving Co., 1105½ Commerce St. 2-3910
Steel and copper plate engravings. Texas.

Massey Concrete Products Corp., Eagle Ford Road. 2-6936
Concrete pipe and culverts. Southwest.

Maury-Cole Company, 2112 North Lamar St. 2-9300
Coffee, tea, spices, extracts, mustards, condiments, peanut butter, cocoa, Worcestershire sauce, staple sundry drugs. Texas, Oklahoma, New Mexico, Colorado, Arizona.

Mayhew Machine & Engineering Works, 2713 Commerce St. 7-2604
General machine works, welding, forgings. Southwest.

Just'n McCarty, Inc., 804 Commerce St. 7-4196
Wash dresses. National.

McCollum & Thomas Manufacturing Co., 2415 Caroline St. 7-6782
Cigarette vending machines. Southwest.

Sam Rose McElreath, 1408 Marilla St. 7-6782
Electrotyping, nickeltyping, waxrule plates, multigraph plates, stereo-typing. Texas, Oklahoma, Arkansas, Louisiana, New Mexico.

McGaughey Hosiery Mills, 4408 Second Ave. 4-4187
Hosiery—men's, infants' and women's. Texas, Oklahoma, Arkansas, Louisiana, Mississippi, New Mexico.

Medford Mattress Company, 1820 North Beckley Ave. 6-7054
Mattresses. Local.

Metzger Dairies, Holmes St. Road 4-2111
Milk products—butter, cheese. Southwest.

H. B. Meyer & Son, 521 North Akard St. 7-2844
Janitors' supplies—liquid soaps, insecticides, deodorants, polish, polishing and dust cloths, sweeping compounds, disinfectants. Southwest.

Miller Artificial Limb & Brace Co., 1606 Jackson St. 2-3518
Artificial limbs, braces, trusses. Southwest.

W. H. Miller, 2014 Main St. 7-4342
Paints of all kinds—enamels, stains, colors in oil, bulletin board paints. Texas, Oklahoma, Arkansas, Louisiana, New Mexico, Mississippi.

Millett System of Baking, 3005 Elm St. 7-3274
Bakery. North Texas.

Milliners' Supply Company, 911 Elm St. 2-7013
Millinery. Southwest.

Milwaukee Bottling Company, 934 North Lancaster Ave. 9-3250
Beverages of all kinds—ginger ale, lime rickey, etc. Dallas and surrounding counties.

Mistletoe Creameries (See Dallas Milk Company)

John E. Mitchell Company, 3800 Commerce St. 3-2101
Cotton gin machinery—feeders, extractors, cleaners. All cotton-growing states.

Model Brass Manufacturing Co., 2309 Hickory St. 4-2650
Brass, bronze and aluminum, in all shapes and forms, cast and mill. Bronze tablets, railings, thresholds, kickplates, push bars, door guards, wickets, grilles, bank fixtures, toilet partition hardware. Wood and metal patterns. Southwest.

Model Sheet Metal Works, 2602 Swiss Ave. 7-6106
Sheet metal products. Local.

Molloy Mirror & Art Glass Works, 2835 Floyd St. 7-4452
Mirrors and table plateaus, glass picture frames, glass tops, art glass, replacing mirrors, repairing anything in flat glass. Texas.

Monark Battery Company, Inc., 4122 Commerce St. 8-2029
Storage batteries. Southwest.

Moncrief Furnace & Manufacturing Co., Inc., 3903 Main St. 8-2917
Heating furnaces, burners, etc. Texas.

Moore Process Chemical Co., Inc., 1713 Young St. 7-1835
Manufacturing chemists. Southwest.

Morgan Engraving Company, 1315 Federal St. 2-5057
Engravings—steel and copper plate. Southwest.

Morten Milling Company, 916 Cadiz St. 7-3251
Flour, corn meal, by-products. Southwestern States, Atlantic Seaboard, International.

Morton's Potato Chip Co., 4514 East Grand Ave. 3-4844
Potato chips. Local.

Mosher Steel & Machinery Company, 5101 Maple Ave. 5-2161
Steel fabricators and erectors, ornamental iron, brass and iron castings, machinists. Southwest.

Moto-Lax Sales Company, 3515 Hall St. 58-3349
Cleaner for motor cylinders. Southwest.

Murray Company, 3200 Williams St. 7-9441
Cotton gin machinery, iron foundry, machinists. Throughout world where cotton is produced.

N

J. A. Nall & Son, 408 Cristler Ave. 7-5775
Brooms. North Texas.

National Casket Company, Inc., 1601 South Lamar St. 7-5775
Caskets and coffins, metal and wood. Burial garments. Texas, Oklahoma, Louisiana, New Mexico, Southern Kansas.

National Disinfectant Company, Inc., 1509 S. Ervay St. 7-1439
Janitors' supplies—scrubbing soap, insecticides, fly and mosquito spray, disinfectants. Southwest.

National Electric Signal Co., Allen Bldg. 2-7650
Traffic signal lights, fire alarms, police call systems. National.

National Lead Company, 959 Terminal St. 7-6174
White lead, babbitt metals, printers' metals. Southwest.

National Macaroni Corporation, 2616 Main St. 7-3628
Macaroni, spaghetti, vermicelli, noodles. Southwest.

National NuGrape Company, 1719 South Ervay St. 7-3628
(See Brandimist-NuGrape Bottling Co.)

National O-U-Dust Company, 2404 Swiss Ave.	87-2512	Perkins Dry Goods Company, Jackson and Austin Sts.	2-5471
Janitors' supplies—floor sweep. Texas and Oklahoma.		Men's and boys' overalls, work pants, semi-dress pants and coveralls.	
National Screen Service, 300½ South Harwood St.	7-8315	Texas, Oklahoma, Arkansas, Louisiana.	
Motion picture advertising films, screen trailers, etc. Southwest.		Permanite Manufacturing Co., 2404 Swiss Ave.	8-5045
National Tortillas Factory, 2703 North Harwood St.	2-0927	"Permanite" materials for use by authorized service stations for seal-	
Tortillas—Mexican food products. Local.		finishes the finish, protecting and preserving the beauty of automobile	
National Tripoli Company, 400 North Lamar St.	7-4237	finishes. Southwest.	
Re-refined motor oils. Southwest.		Peters Publishing Co., 4216 Main St.	3-2421
Natural Food Products Company, 4102 Live Oak St.	3-8421	Trade journal publishers.	
Health foods—flours, meals, breakfast foods, breads, cakes, macaroni,		Phoenix Refining Co., Inc., Eagle Ford Road (Box 5055)	2-5975
noodles and nutbatters. Southwest.		Oil refinery—gasoline, kerosene, fuel oil. Texas.	
Nebi Bottling Company, 816 Exposition Ave.	8-1181	Planters Cotton Oil Co. of Dallas, 4401 South Fitzhugh St.	4-2116
Beverages, Dallas and adjoining counties.		Cottonseed oil, meal, cake, hulls, linters. Mixed feed, motes, grabbotts,	
Neon Advertising Displays, Inc., 2610 Swiss Ave.		hull fibre, hull bran. National.	
Neon advertising displays. North Texas.		Polar Ice & Cold Storage Co., 1433 North Zangs Blvd.	6-9336
Neuhoff Bros., Alamo St.	2-8064	Ice. Local.	
Meat packers. Southwest.		Henry Pollack Trunk Co., 1910 Elm St.	7-2695
New Process Roofing & Supply Company, 802 Cadiz St.	2-5777	Trunks of every description, cases, overnight cases, fitted and unfitted,	
Sheet metal products, metal roofing and building materials of all kinds.		hat cases, bags of all kinds. Southwest.	
Radius of 100 miles.		Pollock Paper & Box Co., South Lamar and Alma Sts.	4-7106
Horace L. Newman, Inc., 912 Commerce St.		Folding paper boxes, set-up paper boxes, cellophane bags, printed wrap-	
Millinery. Southwest.		ping paper, plain and printed waxed paper, jig-saw puzzles. Entire	
New York Manufacturing Co., Inc., 908 Jackson St.	2-3746	South and Southwest.	
Silk dresses, wool dresses, cotton dresses. Southwest, South and Middle		Potter Art Iron Studios, 2927 North Henderson St.	8-5334
West.		Ornamental iron—door pulls, hinges, stair rails, gates, light fixtures,	
Nuart, Inc., 605 East Clarendon Drive	9-1791	fire screens, iron furniture; bronze statues, tablets and grills, bronze	
Advertising displays using objects and figures in full relief. Metalizing		and iron stair rails. Texas, Oklahoma, Arkansas, Louisiana.	
of any and all non-metals. National.		Prana Company, Fidelity Building	
Nu-Deal Handle Company, 2411 South Harwood St.		Toilet articles—tooth paste. Texas.	
Bottle and glass holders. National.		Prest-O-Lite Co., Inc., 1001 Forest Ave.	4-7138
Nu-Enamel Paint Co., Inc., 1368 North Zangs Blvd.	9-1064	Acetylene. Dallas and surrounding counties.	
Automobile enamels, under-fender paint, top dressing; furniture enam-		Procter & Gamble Manufacturing Co., 1226 Loomis St.	4-3989
el. United States and six foreign countries.		Edible oil products, Crisco and other brand cooking oils, salad oils,	
Henry News, 416 South Ervay St.	7-5561	etc. National and international.	
Bookbinder, paper ruler and stamper. North Texas.		Producers Milk Company of Dallas, 2125 North Harwood St.	2-8676
Nut Products Company, 2823 Hickory St.	4-0020	Milk products. Local.	
Shelled nuts, carded, packaged and in bulk. Texas, Oklahoma, Kansas,		Prophylactic Instrument Co., Inc., 701 Wilson Bldg.	
Colorado and New Mexico.		Instruments. Southwest.	
O		Puckett Sheet Metal Works, 1716 South Harwood St.	2-0694
Oak Cliff Baking Company, 546 East Ninth St.	9-1111	Sheet metal products. North Texas.	
Bread. Local.		Pure Food Products, Inc., 1005 Camp St.	2-5617
Oak Cliff Ice Cream Co., 509 North Polk St.	6-3149	Mexican food products, chili pepper, etc. Mayonnaise, relishes, syrups,	
Ice Cream. Local.		cereals, ginger ale. Southwest.	
Oak Cliff Ice Delivery Co., 1100 South Beckley Ave.	6-5157	Pure Ice & Cold Storage Co., 906 South Harwood St.	7-1163
Ice. Local.		Ice. Local.	
Oak Cliff Paper Mills (See Fleming & Sons, Inc., operators)		Purity Ice Cream Company, 504 South Harwood St.	7-5264
Oak Cliff Potato Chip Factory, 411 North Beckley Ave.	9-8233	Ice cream. Local.	
Potato chips. Local.		Q	
Oakland Marble & Granite Works, 3821 Oakland Ave.	4-6087	Quality Ice Company, 1817 Leonard St.	2-2554
Monuments. North Texas.		Ice. Local.	
Oates Stone Company, 3127 Routh St.	2-1981	Quality Shade & Awning Company, 3904 McKinney Ave.	5-0424
Stone, natural and cast. Pottery, cast plaster ornaments. Texas, Okla-		Shades and awnings. Local.	
homa, Louisiana, New Mexico, Arkansas.		R	
Odee Company, 915½ Main Street	7-6994	Radio & Television Laboratories, 2933 North Henderson St.	3-5401
Legal blank forms. Texas.		Complete line of radios, midgets, auto and consoles. Television receiv-	
Oil Well Surveying Company, Tower Petroleum Bldg.	7-4530	ers. Address systems. Southwest.	
Instruments for oil well drilling. All oil fields.		Railton Sheet Metal Works, 2105 Corinth St.	4-0225
Olde English Root Beer Co., 2605 South Ervay St.		Sheet metal products. North Texas.	
Root beer. Local.		Ra-Lite Electric Sign Company, 4820 Bexar St.	4-3553
Olive & Myers Manufacturing Co., 2220 Young St.	7-5335	Neon and electric signs. Southwest.	
Furniture—bed room, living room, dining room. Mattresses, springs,		Reamer Window Shade Works, 1921½ Greenville Ave.	3-2384
cotton batts, excelsior. Texas and Oklahoma.		Window shades.	
Orient-I Oil Company, 1911½ Pacific Ave.	2-8151	Red Bowl Products Co., 2405 Elm St.	7-4191
(Refinery West Dallas, Packing plant 212 North Walton St.)		Chili and other Mexican food products. Local.	
Gasoline, motor oils, cylinder oils, engine oils, cup greases, gear com-		Refinery Castings Corporation, West Commerce St.	2-6949
pound, gear and chassis lubricants, mechanical packings. Texas and		Iron castings, oil refinery castings, gas burners. Southwest.	
adjoining States.		Regina Manufacturing Company, Santa Fe Bldg., Unit 2	7-6829
Orkin Jewelry Manufacturing Co., Southland Life Bldg.	2-1125	Curtains and drapes. South and Southwest.	
Jewelry. Southwest.		Republic Ice Company, 2914 North Henderson St.	8-6660
O'Shea Monument Works, 2411 Hall St.	3-3252	Ice. Local.	
Monuments. North Texas.		Rice Manufacturing Company, 2634½ Elm St.	7-2376
Otey Envelope Company, 2701 Cedar Springs Road	7-5111	Work clothing. Southwest.	
Business envelopes, plain and printed; special envelopes, social en-		Richards Uniform Manufacturing Co., 1415 Young St.	2-3740
velopes and stationery. Texas and adjoining States.		Uniforms of all kinds, work clothing. Southwest.	
Outshine Manufacturing Co. (See Dixie Products Company)		Rigsbee Iron Craft Studio, 2207 Cedar Springs	7-4447
Overhead Door Company of Texas, 1317 Plozman St.	9-3967	Wrought iron products of all kinds, light fixtures, tables, etc. South-	
Garage doors. Texas.		west.	
Ovson Egg Company, 1917 North Houston St.	7-3723	Ripley Shirt Manufacturing Co., 410 South Beckley Ave.	6-2511
Frozen whole eggs, frozen egg whites, frozen moco-yolk, frozen sugar-		Dress shirts. Southwest.	
yolk, frozen saltyolk. National.		Roach Paint Co., 1909 Bryan St.	2-4231
Ozonized Water Company, 3917 Main St.	3-8400	Paints, varnishes, enamels, stains. Southwest.	
Purified water. Local.		Roberts Baking Company, 4153 McKinney Ave.	5-4441
P		Bread. Local.	
Pacific Ice & Cold Storage Co., 4120 Parry Ave.	3-3513	Robinson Machine & Forge Works, 1910 Magnolia St.	2-4264
Ice. Local.		General machinery repairs, general cutting, machine designing and	
Padgett Bros. Co., 1020 Commerce St.	2-3477	installation; tool making, heavy forging, pipe coils; scales repaired	
Harness and saddlery, men's belts, billfolds, leather novelties, wallets.		and installed; electric and acetylene welding. State.	
Auto trunks, dress and wardrobe trunks, hand lockers, brief cases.		Roter Pickle & Canning Co., 2834 Medill St.	4-2262
Women's purses, etc. Texas, Oklahoma, Arkansas, Louisiana, New		Pickles—sour, sweet, dill; relishes, hot, sweet; sweet dill rings, must-	
Mexico.		ard chow chow, pepper sauces, olives. Texas, Oklahoma, Arkansas,	
Paper Excelsior Packing Co., 1214 Marilla St.	2-6689	New Mexico.	
Paper excelsior, paper boxes, paper specialties. Texas, Oklahoma, Ar-		Ryan Candy Company (See Southern Premium Manufacturing Co.)	
kansas, Louisiana.		S	
Per-mount Ice Company, 711 Addison St.	9-1716	Sally Frances Manufacturing Co., Wholesale Merchants Bldg.	7-5766
Ice. Local.		Lingerie—glove silk, rayon and silk, cotton. Texas, Oklahoma, Arkan-	
F. F. Pardon Candy Company, 110 South Marsal's St.	6-5356	sas, Louisiana, New Mexico, Arizona.	
Candy. Southwest.		Sanders Gas Machine Company, 2309 Hickory St.	4-2650
Pryne-Cowan Company, Santa Fe Bldg.	2-4089	Gas anaesthetic apparatus. South and Southwest.	
Lingerie—slips, bloomers, step-ins, panties, brassieres, girdles, ted-		Saunders Awning Company, 2106 South Lamar St.	4-7076
dy, vests, gowns, skirts, etc. Texas, Louisiana and Oklahoma.		Awnings. Local.	
Pecan Krisp Co., Inc., 2006 Canton St.	7-5264	Schepps-Kleber Baking Co., 2301 South Ervay St.	5-7161
Pecan Krisp confection and bars. Sold to ice cream manufacturers in		Bread. Eighty-mile radius.	
United States and Canada.		Sche-Rose Manufacturing Corp., 2411 South Harwood St.	4-1400
Peerless Bearing System, Inc., 2205 Young St.	7-6425	Bakers' yeast. Southwest.	
Bearing reballing. Southwest.		Schnitzius Manufacturing Co., 3005 Elm St.	7-1787
Penniman, Inc. (See Even Heat Furnace Co. and Anchor Awning Co.)		Food products—extracts, spices, vinegar, etc. Southwest.	
Perfection Machine Tool & Die Co., Inc., 3027 Elm St.	7-3006	Schoellkopf Company, 804 Jackson St.	2-1253
Contract work—tools, dies, metal stamping, special machinery built to		Horse collars, saddles, harness, strap work; automobile tire covers,	
order. Texas.		seat covers, top covers, batteries; men's work clothing, belts; dog	
		harness and collars. Texas, Oklahoma, Arkansas, Louisiana, Missouri,	
		Kansas, Georgia, Mississippi, Florida.	

Schwan Burner Company, 1207 South Lamar St.	2-2052
Gas burners. Southwest and Middle West.	
Sealy Mattress Company, 2721 Logan St.	4-5129
Mattresses, overstuffed furniture. Southwest.	
Seaman Foundry Company, 2307 Grand Ave.	4-1869
Iron castings, etc. Southwest.	
Selig Company of Texas, 2207 Commerce St.	2-3736
Janitors' supplies, insecticides, disinfectants, etc. Southwest.	
Service Screen Company, 2701-3 Taylor St.	7-5974
Door and window screens. Southwest.	
Servis Equipment Company, 1813 Clarence St.	4-2127
(Affiliated with Austin Bridge Company)	
Road drags, graders, scarifiers and maintainers—complete line of road-building and maintenance machinery. Texas and adjacent States.	
Sewall Paint & Glass Co. of Texas, 1306 River St.	2-8131
Paints, lacquers, varnishes, etc. Texas, Oklahoma, Louisiana, New Mexico.	
Shafer-Bruner Exterminating Company, 1201 South Tyler Ave.	9-1743
Exterminating gas for rats, mice, ants, roaches, prairie dogs. Southwest.	
Sherman Concrete Pipe Company, Maple Road	5-6297
Concrete pipe of all diameters. Texas.	
Elliot Shiels Planing Mill, 4007 East Side Ave.	3-0651
Millwork. Texas, Oklahoma, Louisiana.	
Sidor Pants Manufacturing Co., 1005 Jackson St.	2-2362
Men's dress pants, boys' dress pants, knickers, riding breeches and specialties. National.	
Sieber Rubber Stamp Manufacturing Co., 1001½ Main St.	7-3076
Rubber stamps. North Texas.	
Silktext Corporation, 1110 Commerce St.	2-3160
Women's blouses, skirts, dresses, children's dresses, boys' play suits. Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Arizona, New Mexico.	
Simms Oil Company, Magnolia Building	2-6251
(Refinery at Harrys, West Dallas)	
Gasolines of various specifications, blending naptha, kerosene, gas oil, fuel oils of various specifications. National.	
Skweezit Manufacturing Co., 4008 Commerce St.	8-1660
Ice Cream. Local.	
Smart Uniforms Mfg. Co., 5203 Junius St.	3-1866
All styles and colors of cotton uniforms for men and women, white professional linens and garments, and trades and service clothes. Southwest.	
Smith Ice Cream Company, 912 South Harwood St.	7-5388
Ice cream. North Texas.	
Southbit Pants Mfg. Co., Inc., 2419½ Commerce St.	2-0797
Men's pants. Distribution through Burk Manufacturing Co.	
Southern Boiler & Machinery Co., 4309 Elm St.	2-0385
Boilers and repairs. Texas.	
Southern Cleanser Manufacturing Co., 1801 Kelly St.	4-3866
Scouring powder, soap powder, cleanser, floor sweep, stain remover, automobile soap, mechanics' hand cleanser, auto washing soap, disinfectants. Texas and adjoining States.	
Southern Factories Corp., 3034 Elm St.	3-2545
Mattresses—all types, cotton felted, inner-spring constructions, kapok mattresses, day beds, studio couches. Texas.	
Southern Fire Apparatus Co., Love Field	5-6060
Fire apparatus, fire engines, etc. Southwest.	
Southern Grain Company, 1215 South Haskell Ave.	8-8236
Laying mash, hen scratch, chick starter, grow mash and cow feed. Southwest.	
Southern Hat Manufacturing Co., Wholesale Merchants Bldg.	7-2614
Millinery. Southwest.	
Southern Ice & Utilities Co., Cotton Exchange Bldg.	2-9303
Ice. Three plants in Dallas and plants throughout Texas, Oklahoma, Arkansas and Louisiana.	
Southern Nipple Manufacturing Co., 3220 Ash Lane	4-6292
Pipe nipples, fittings, etc. Southwest.	
Southern Pharmaceutical Journal, Santa Fe Bldg.	2-6762
Trade journal. Circulation throughout Southwest.	
Southern Plastic Relief Co., 3612 Grand Ave.	4-5500
Artificial stone, plastic ornaments for buildings, etc. National.	
Southern Potteries, Love Field	5-1769
Flower pots, art ware, stoneware, etc. Southwest.	
Southern Premium Manufacturing Co., 4101 Commerce St.	8-8522
Premium goods—dolls, candy, carnival supplies. Southwest and Middle West.	
Southern Properties, Inc., 6360 Richmond Ave.	8-9126
(See also Garland Creamery)	
Ice and ice cream. Local.	
Southern Publishing Co., 1033 Young St.	7-3560
Publishers of school text books. National.	
Southern Saw & Brush Works, 3316 Elm St.	
Brushes and saws for cotton gin machinery. All cotton States.	
Southern States Steel Corporation, 503 South Haskell Ave.	3-2163
Structural steel fabricators, paving expansion joints, reinforcing materials, etc. Texas.	
Southern Vogue Curtain Co., 212 North Austin St.	2-1369
Curtains and drapes. Southwest.	
Southland Ice Co., 932½ West Jefferson St.	6-2137
(Plant 1100 North Lancaster Ave.)	
Ice. Local.	
Southwest Baking Company, 3005 Elm St.	7-3274
Bread. North and East Texas, Southern Oklahoma, Western Louisiana.	
Southwest Body Company, 3027 Commerce St.	7-6638
Full line of commercial truck bodies—closed, stake, open, van, refrigerator, etc. Texas, Louisiana, Oklahoma, Missouri and New Mexico.	
Southwest Chemical Corp., 3408 Ross Ave.	8-0622
Janitors' supplies—insecticides, disinfectants, deodorizing blocks, urinal cakes, furniture polish, floor dressing, sweeping compound, moth exterminator, roach powder, scrubbing soaps, pipe opener, toilet flush, etc. Texas, Oklahoma, Arkansas, Louisiana and New Mexico.	
Southeast Dairy Products Co., Santa Fe Bldg.	2-7786
Milk plant 2314 Live Oak St.	
Ice Cream plant, 1100 Canton St.	
Ice cream, butter, milk products. North Texas.	
Southeast Manufacturing Co., 2100 Jackson St.	7-0048
(Also 304 South Ervay St.)	
Tube patch, radiator solder, fluid cement, hose clamps, top dressing, cleaner and polish. Southwest.	
Southwest Press, 2007 Bryan St.	7-6002

Publishers of general books, trade and text books. National.	
Southwest Seal & Label Co., 213 South Tyler St.	6-0908
Seals, labels, etc. Southwest.	
Southwest Tablet Manufacturing Co., 2501 Browder St.	4-7185
School tablets and stationery, social stationery, composition and note books, loose leaf fillers and binders, envelopes, etc. Texas, Oklahoma, Arkansas, New Mexico, Louisiana, Mississippi.	
Southwest Tablet Manufacturing Co., Ticket & Coupon Division, 110 South Beckley Ave.	6-0700
Strip tickets, coupon books, roll tickets and a complete line of numbered printing. National.	
Southwestern Blue Print Co., 415 Tower Petroleum Bldg.	2-8084
Blue prints and photostats. North Texas.	
Southwestern Cap & Gown Co., 721 Browder St.	7-2893
Academic caps, gowns and hoods, girls' gymnasium clothing, school pennants, felt and chenille novelties. South and Southwest.	
Southwestern Engraving Co. of Dallas, 2102½ Jackson St.	7-2158
Photo engravings—copper halftones, zinc halftones, zinc etchings, Basani Hilight halftones, color plates, etc. Texas.	
Southwestern Research Laboratories, 231 Fidelity Bldg.	2-3393
Toilet preparations—reducing lotions, theatrical eye drops, etc. National.	
Southwestern Retailer, 401 South Poydras St.	2-2383
Trade journal publishers.	
Spaeth Manufacturing & Machine Shop, 3100 Floyd St.	2-1672
Machinists. Models, tools, dies, repairs, etc. North Texas.	
Square D Manufacturing Co., 1302 McKinney Ave.	3-1072
Electric switch panels, switch boxes, etc. Southwest.	
Squirrel Pecan Company, Inc., 2214 Griffin St.	2-2978
Pecan shellers. National.	
Stacy Company, Inc., 2704 Taylor St.	7-3082
Cotton cleaning systems for cotton gins. All cotton-producing States.	
Stag Cravats, 810 Santa Fe Bldg.	2-3827
Neckties. Southwest.	
Stahmann Honey Company, Arcadia Park	97-1066
Honey packers. Southwest.	
Stanard-Tilton Milling Co., 2400 South Ervay St.	4-2171
Family and bakery flour, wheat and corn feeds, cream and corn meal. Texas, Louisiana and all States East of the Mississippi River.	
Stanard Brands, Inc.	7-2151
Yeast plant, 409 Latimer Street.	
Coffee plant, 1911 North Lamar Street.	
Coffee and tea; yeast. Southwest.	
Standard Chemical Company, 600 East 10th St.	
Janitors' supplies. Local.	
Standard Electric Manufacturing Co., 2020 Richardson St.	7-4118
Electric switchboards, electric panelboards, electric cabinets and cut-out boxes, theater border and footlight fixtures. Texas, Oklahoma, Arkansas and Louisiana.	
Standard Fixtures, Inc., 1112 Commerce St.	2-5703
Wood and metal window and interior display fixtures, valances, millinery heads, artificial flowers, dress forms and figures, dressmakers' forms, garment racks. National.	
Standard Show Case Works, 2330 Harrison St.	4-3013
Show cases, store fixtures, etc. Southwest.	
Standard Spring & Axle Co., Inc., 2816 Main St.	7-2383
Springs—automobile, truck, auxiliary overload, main and extra leaves, bumper parts. Southwest.	
Star Service Hanger Company, 2404 Summer St.	7-1225
Garment hangers. Southwest.	
Steger Grain Company, Inc., 2511 Taylor St.	7-2133
Poultry and stock feeds, Dallas and adjoining counties.	
Stock & Tollerton Basket & Vencer Co., 4116 Jamaica St.	4-0106
Market splint baskets. Texas.	
Sunny South Potato Chip Co., 1513 Rowan St.	3-5109
Potato chips. Local.	
Superior Ice Company, 4218 Ross Ave. and 801 Second Ave.	3-7333
Ice. Local.	
Superior Lead Company, 2708 Taylor St.	7-4984
All alloys of lead, antimony and tin; battery lead, plumbers' lead, solders, electrotype and linotype metals, litharge, red lead, roof flashings, etc. State.	
Superior Products Co. (S-P Laboratories), 2200 South Lamar St.	4-0483
Toilet articles, polishes and oils, machine oil, household drugs. Southwest and Pacific Coast.	
Superior Roller Company, 1202 Canton St.	2-8967
Newspaper and printing press rollers. Texas, Oklahoma, Arkansas, Louisiana.	
Sutton, Steele & Steele, Inc., 1031 South Haskell Ave.	3-5854
Specific gravity separators. dry concentrating tables, anti-gravity screens for work on seeds, cereals, ore and minerals, for grading, cleaning, separating and classifying. United States and 23 foreign countries.	
Sweet Cap Company, 1100 Commerce St.	2-1039
Men's and boys' caps. Southwest.	
Sweet Neckwear Company, 1100 Commerce St.	2-0139
Men's neckwear. Southwest.	
Sweet Shop, Inc., 4153 McKinney Ave.	5-4441
Pies. Local.	

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Technical Chemical Co., 938 W. Page St.	9-3272
Chemicals—gasoline dyes, carbon removers, brake fluids, top dressing, polish, valve grinding compound, etc. International.	
Technical Products, Inc., 802 Trunk Ave.	4-4434
Pipe coatings, metal protective paints, roofing materials. Southwest.	
Temple Manufacturing Co., South Haskell Ave. (P. O. Box 1001)	3-7274
Pine and hardwood boxes and crates, soda cases, banana crates, milk bottle crates, poultry coops, beer cases, egg cases. National, with a little international business.	
Tennessee Dairies Inc., 300 North Crowder St.	7-6526
Milk products—powdered skim milk, plain condensed skim milk, butter, cottage cheese. Texas.	
Texas Animal Food Company, 5003 Holmes St.	4-6817
Dog food. Southwest. (Plant at Waco)	
Texas Automatic Sprinkler Company, 2330 Summer St.	7-9216
Sprinkler systems, pipe fittings, valves, etc. Texas, New Mexico, Louisiana, Arkansas, Oklahoma, Mississippi.	
Texas Boiler & Machinery Co., 3215 Hickory St.	4-2425
Boilers, tanks, gasoline truck tanks, underground tanks, smokestacks, refinery equipment, sheet metal products. Texas and adjoining States.	

Texas Company, 1000 Alma St.	4-7171	Universal Building Products Co., Tower Petroleum Bldg.	2-8125
(Refinery West Dallas)		"Travis Monarch" steel windows. National.	
Gasoline, lubricants and all petroleum products. North Texas, Oklahoma and New Mexico.		Universal Laboratories, 515 Browder St.	2-1123
Texas Co-Operative News, 1102 South Ervay St.	2-5171	Toilet preparations. National.	
Publishers weekly newspaper.		Universal Window Shade Co., 721 East Ninth St.	
Texas Corrugated Box Company, Factory St., Love Field	5-4105	Window shades. Local.	
Corrugated fibre board containers. Southwest.		Utility Mattress Company, 1508 Pennsylvania Ave.	4-0607
Texas Cut Stone Company, 5219 Maple Ave.	5-1773	Mattress stock. Southwest.	
Cut building stone—Texas limestones, Indiana limestones, Texas Leuders limestone. Texas, Oklahoma, Louisiana, New Mexico.		V	
Texas Electro Plating Co., 3410 Main St.	7-1518	Vann Anna Distributing Co., Santa Fe Bldg.	2-8947
Electro-plating of all kinds. Southwest.		Toilet preparations. National.	
Texas Farm & Ranch Publishing Co., 3306 Main St.	7-1181	Vaughan Manufacturing Co., 3900 East Side Ave.	8-1927
Publishers of "Farm & Ranch" and "Holland's Magazine."		Work clothing, made on contract.	
Texas Fire Works Co., 1401 East Eighth St.	9-8424	Vermidine Company, 207 West Colorado St.	6-5993
Fire works. Southwest.		Poultry remedies. Southwest.	
Texas Flower Basket Works, 1230 Fourth Ave.		Vermont Marble Company of Texas, 1513 Wall St.	2-5667
Flower baskets. Southwest.		Marbles for interior of buildings, mantles, bathrooms, store fronts, fixtures. Texas, Oklahoma, Arkansas, Louisiana.	
Texas Lawn Sprinkler Co., 2330 Summer St.	7-9216	William Volker Company, 1700 Cockrell St.	2-7215
Lawn sprinkler systems. Southwest.		Window shades. North Texas.	
Texas Manufacturing Company, 1101 Young St.		Vulcan Bearing Service, Inc., 2312 Main St.	2-4266
Novelty games, coin-operated marble games. Southwest.		Rebabbitted connecting rods. Southwest.	
Texas Oak Flooring Co., 5602 Maple Ave.	5-4116	W	
Oak flooring. National.		W & G Novelty Company, 418½ Santa Fe Bldg.	7-4713
Texas Printing Ink Co., 1414 Federal St.	7-1909	Costume jewelry. Southwest.	
Printing and lithographic inks, compounds, etc. Southwest and Mexico.		Wade & Jones Candy Co., 2020 Canton St.	7-6771
Texas Tire & Rubber Co., 833 West Davis St.	9-3692	Candy. Southwest.	
Automobile tires, vulcanizers' repair materials, automobile fan belts, various mechanical rubber goods (in position to make most any molded rubber article). Texas and adjacent states.		Wakefield Mushroom Company, Bennett Road	5-2089
Texas Sheet Metal Works, 837 West Davis St.	6-0293	Mushrooms, fresh and canned. Texas, Oklahoma, Louisiana, Arkansas.	
Sheet metal products. Local.		C. B. Walker Planing Mill, 1010 Comal St.	6-3200
Texas Transparent Package Specialties, 4641 Travis St.		Millwork. North Texas.	
Dried fruits packed in transparent packages. North Texas.		Walker's Cabinet & Screen Co., 1106 South Beckley Ave.	6-0162
Texas Vinegar & Bluing Co., 1216 South Akard St.	2-0076	Millwork. North Texas.	
Vinegar, bluing, ammonia. Southwest.		A. T. Walraven Book Cover Co., 1509 Caruth St.	7-5951
Texas Weekly, 2500 McKinney Ave.	7-3682	Book covers. United States, Canada, Mexico.	
Publishers.		Waples Platter Company, 2200 North Lamar St.	2-2261
Texas Window Shade Manufacturing Co., 3105 Knox St.	5-6734	Coffee, tea, spices. Southwest.	
Window shades. Dallas and North Texas.		Washington Cotton Oil Mill, Maple Ave.	5-1128
Textile, Inc., 4112 Commerce St.	8-8188	Cotton seed products. National.	
Porcelain enameled neon and electric signs. Porcelain enamel products. (Large porcelain enameling oven equipped to do work for other manufacturers.) National.		Watkins Rebabbitting Dallas, Inc., 2330 San Jacinto St.	7-3842
Tex-O-Kan Feed Mills, 2701 Alamo St.	7-9111	Rebabbitting connecting rods. Southwest.	
Mixed feeds for stock, poultry and pigeons. Texas and Louisiana.		Wax-Wrap Paper Company (See Pollock Paper & Box Co.)	
Textile Roll & Cot Co., 2016 South Lamar St.	4-6000	Weaver Badge & Novelty Co., 1015 Elm St.	2-4687
Cots for textile rollers. Southwest and South.		Convention badges, celluloid buttons, premium ribbons, satin and felt banners, lodge badges, advertising specialties, such as fans, calendars, mirrors, etc. Texas, Oklahoma, Arkansas, Louisiana, Missouri, Kansas, New Mexico.	
Theater Safety Service Co., Inc., 302½ South Harwood St.		Weaver, Inc., 1807 Laws St.	2-8576
Model A automatic film protector device to prevent fire. National, through National Theatre Supply Company.		Wire work, steel stairs, fire escapes, ornamental iron, bronze and cast iron, iron guards. Texas, Oklahoma, Arkansas, Louisiana.	
Thieme's Chili & Sausage Factory, Inc., 3609-15 Commerce St.	3-4133	Weaver Spring & Bumper Works, 402 North Pearl St.	7-5846
Chili and sausage. Within 150 miles.		Springs for automobiles, trucks, trailers and buses. Texas.	
Thompson Can Company, 1304 South Austin St.	2-5686	Webb Candy Company, 603 South Hampton Road	6-0427
Tin cans for coffee, peanut butter, candy, cakes, shortening, lard, frozen eggs, floorsweep, etc. Also No. 2 and No. 3 cans. Southwest.		Candy. Texas.	
Three Flowers Ice Cream Company, 3000 McKinney Ave.	5-6184	Well-Made Novelty Company, 2704 South Ervay St.	4-2642
Ice cream. Local.		Cretone novelties—pillows, bags, cushions. Southwest.	
Thrifty Packing Company, 3914 Pacific Ave.	8-1259	Western Metal Manufacturing Co. of Texas, 3219 Parry Ave.	4-6086
Chili, tamales, Mexican style beans, spaghetti, chili sauce, barbecue, canned beans, jellies and jams, canned vegetables, tomato juice, etc. National.		Culverts and tanks, irrigation and flood control gates, flumes, etc. Texas.	
Times Herald Publishing Company, Herald Square	2-3261	Western Newspaper Union, 606 South Akard St.	2-4535
Publishers The Daily Times Herald.		Newspaper syndicate service, stereotypers, etc. North Texas.	
Titman Egg Corporation, 1301 Broom St.	7-5311	Western Products Company, 200 West Jefferson St.	6-0240
Egg-breaking and canning plant. National.		Toilet preparations and medicines. Southwest.	
Torrill Heater Company, 301 North Lamar St.	2-6303	White Engraving Company, 1111½ Camp St.	2-8055
Hot water heaters. Texas.		Photo engravers. North Texas.	
Trailer Sales Company, 2612 Commerce St.	2-5700	Wilkins Trunk Manufacturing Co., 1600 Illing St.	2-2174
Truck trailers. Texas.		Wardrobe, auto, dress, tool and steamer trunks; sample cases, portfolios, wallets, brief cases, billfolds, radio cases, traveling bags, suit cases, gladstones, pullman cases, toilet cases, fitted suitcases, catalog cases, hat boxes, women's purses, etc. Texas, Oklahoma, Arkansas, Louisiana, New Mexico, Arizona.	
Tray Service Company, 3009 Commerce St.	7-1714	Willard Hat Company, 714 Commerce St.	2-6238
Curb service trays, ice cream cone holder attachments, etc. National.		Men's and boys' hats and caps. Southwest.	
Trinity Brass & Copper Company, 2913 Elm St.	7-1547	Wilson Coffee & Tea Co., Foydras and Young Sts.	7-8696
Brass foundry—brass and copper products. Texas.		Coffee, tea, extracts, coconut, spices, mustard. 150-mile radius.	
Trinity Cotton Oil Company, 701 Bellevue St.	2-1231	Wood Treating Corporation, 2913 Gaston Ave.	3-4363
Cotton seed oil refinery—salad and cooking oils, soap stock, hulls, cakes and linters. International.		Plant for treating wood for protection against termites. North, East and West Texas.	
Trinity Memorial Company, East Pike & Beacon Sts.	3-7602	Wood's Products Company, 602 East 10th St.	9-4768
Monuments. North Texas.		Candy. Confections for ice cream manufacturers. National.	
Trinity Portland Cement Company, Santa Fe Bldg.	2-8112	John F. Worley Directory Co., 905 Main St.	2-1953
(Plant West Dallas)		City directory publishers. Texas, Arkansas, Louisiana.	
Portland cement. Southwest.		Wright & Patterson, Inc., 5003 Holmes St.	4-7155
Tripoli Manufacturing Co., 301 South Harwood St.	7-2537	Beef and pork packers. North Texas.	
Machines for re-refining lubricating oils. International.		Wyatt Metal & Boiler Works, West Dallas (P. O. Box 599)	7-8741
The Tucker Company, Gulf States Life Bldg.		Steel tanks—bulk station, truck, oil pressure, air receivers, air and water stands, large storage tanks, smoke stacks, breechings, welded pipe (plain and perforated), concrete forms, natural gasoline plant equipment, underground gasoline tanks. Refinery equipment, culverts, road strips, corrugated tanks, cisterns, display shelves, wagon tanks, stock tanks, irrigation flumes, metal garages, garbage cans, trash cans, oil-waste cans. (Everything in galvanized or black sheet metal.) Fabricators and erectors of welded field storage tanks, capacities up to 80,000 barrels. United States and foreign countries.	
Skin remedies, dentrifices, etc. National.		Z	
U		A. Zeese Engraving Company, 105½ North Market St.	2-1297
United Chemical Company, Tower Petroleum Bldg.	2-7281	Engravings. North Texas.	
(Plant West Dallas)		Zero-Plate Company, 723 South Haskell Ave.	8-4151
Sulphuric acid, electrolyte storage battery acid, oil treating chemicals. Southwest.		Conditioned air refrigerators and coils. Refrigerator display cases. Southwest.	
U. S. Coffee & Tea Company, 1007 Camp St.	2-2225		
Coffee, tea, spices, condiments, extracts, mayonnaise, salted peanuts. Texas.			
United States Manifold Company, 1514½ Main St.	7-5952		
Typewriter ribbons. United States, Mexico and Cuba.			
U. S. Sanatone Company, 6107 Worth St.	3-9810		
(Factory rear of 310 South Carroll Ave.)			
Cold water plastic paints for inside use over plastered walls, plaster board or gyp board. Joint cement. Kalsomine. National.			
United States Specialty Company, 513 Construction Bldg.	2-2887		
Light hardware specialties—door latches, screw driver drill. National.			

Hand-Made Tile Industry Revived by Dallas Concern

By J HOWARD PAYNE

AN old, old industry is coming back in Texas. Two centuries ago the Spaniards and their priests were teaching the Indians of the Southwest to make clay roofing tile by hand. There are a number of old tile roofs in Texas, with colors deeply mellowed by time, the tile of which were molded over the naked thighs of Indian workmen while Texas was still under the first of her six flags.

Nothing approaching the beauty and artistry of the old hand-made tiles has been developed by the machine age, so a few years ago the Fraser Brick Company of Dallas decided to revive the oldtime industry. An exhaustive study was made, chiefly in California, where the best examples in this country of Spanish and Mediterranean architecture are to be found. Studying colors, they found the best shade for Texas to be a light orange red, which gives a roof a cooler appearance than the deep red which is characteristic of most of the tile shipped into Texas. They found that the most authentic style and texture, distinctive of the true early Spanish-American tile, was the tapering shape with unglazed finish. They found that this shape and texture could only be secured by hand process similar to that used by the early Indians, except that wooden forms replace the naked thighs. The slightly porous surface was found superior to glazed surfaces, allowing the tile to "breathe" and thus prevent sweating on the underside with resultant rotting of support timbers.

All these qualities distinguish the new hand-made tile, which has been named "A Meno."

Employs Much Hand Labor

Further distinctions and characteristics are developed in the burning process, notably in color effects. The final result is a texture of seeming softness which eliminates any effect of harsh glare or heat, even under bright sunlight. Strong reds are avoided, but are replaced with delicate pinks, buffs, and creams, while here and there are introduced darker shades that correspond to the old and weathered tiles that have served in the older countries for many generations.

Of economic interest is the obvious fact that the new industry will be a large employer of labor and since much skill and artistry is required the work will be well paid. It takes two men about twenty days to make enough tile to cover a fair size dwelling.

The first "A Meno" tile roof to be laid in Dallas is an awning roof for Maple Terrace apartments, just completed. This roof is attracting widespread attention from architects and decorators because of its unusual tints and quaint appearance. The pattern does not contain a continuous straight line, either vertically or horizontally.

George L. Dahl, architect, designed the Maple Terrace roof in co-operation with James H. Turner, manager of Maple Terrace and Stoneligh Court.

Roof of Hand-Made Tiles at Maple Terrace



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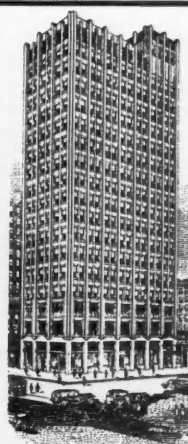
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State Fair

(Continued from Page 5)

be awarded the winners of the bronc riding, steer riding, bulldogging and calf roping events.

In addition to the many contests cowhands who have already sent in their entries, many of the best known rodeo stars in the country have been contracted for the fancy roping, fancy riding and other contract events.

Many other new and novel amusements are being brought to the State Fair of Texas by the Beckman and Gerety World's Best Show, which aggregation will again occupy the midway.

Many Entries

More interest in livestock and poultry has been manifest this year than in

many years, according to the directors in charge of these departments. Both are looked to to help solve the cotton acreage reduction problem and this new interest is expected to be reflected in the poultry and livestock shows. Both departments have again had to divide their shows.

The Livestock Department has been divided into the Beef Cattle Show and the Dairy Show. The first week will see beef cattle, sheep, goats, jacks, mules and heavy horses, while the second week will bring dairy cattle, swine, milk goats and light horses to the fair.

Pigeons, rabbits, 4-H Club poultry will be shown in the poultry building the first week of the fair, while during the second week, turkeys, poultry, waterfowls, and bantam chicks will be shown.

Will Compare Crops

A feature of the agricultural show will be the Dallas county exhibit which has been planned by J. A. Moore, superintendent of agriculture. A duplication of the Dallas county exhibit of 1919 will be gathered by Mr. Moore, who was assistant county agent in that year and gathered the exhibit for the fair. A. B. Jolley, present county agent, will gather this year's exhibit and the two will be placed side by side to show the progression of diversification during the past fourteen years.

We are bringing to Texas the greatest exposition in its history to show our faith in the revival of business, and we are anxious that the people of Texas turn out and see the State Fair of Texas, which is recognized throughout the fair world as the greatest State Fair in the world and the second greatest annual exposition in the world.

NRA Meetings

(Continued from Page 11)

of Texas, Texas Homeopathic Medical Association, Texas Swine Breeders Association, Texas State Rabbit Breeders Association, Automotive Wholesalers of Texas, Lone Star Gas Company Foreman Conference, Southwestern Life Insurance Co. and probably Texas Professional Photographers Association.

The race meet at Arlington Downs, Oct. 19th-Nov. 11th, will also bring many visitors to Dallas.

M. J. Delaney has been elected president of the Texas-Louisiana-Arkansas Drilling Contractors Association, which will maintain offices in the Tower Petroleum Building. The following Dallas men are among the directors: T. S. Schroeder, Warren L. Todd, John R. Black, J. Alvin Gardner, M. J. Delaney and H. W. Bass.

On June 30 there were 72,868 savings depositors in Dallas with total deposits of \$24,491,773.

BUY NOW! and Help Build



The Show Window of Texas

Sustaining MEMBERSHIP CERTIFICATE

IT ENTITLES YOU TO

ANNUAL PASS
PLUS CAR
FOR PERIOD OF **\$10**
FIVE YEARS

—VALUE—

of these certificates is much more than the cost. The automobile pass privilege itself is worth \$17.50—as car passes are sold each year for \$3.50 each—and in addition to the automobile pass—a personal pass is also carried by the certificates.

—FUNDS—

derived from the sale of these sustaining membership certificates will be used in carrying out a program of permanent improvements on the grounds. Two buildings are now badly needed—a Boys' and Girls' Building and an Agricultural Building.

Passes Good for 1933 Fair

If certificates are purchased prior to September 30, 1933, passes to this year's exposition will be made out in the name of whatever person is designated by the purchaser.

—BUY NOW AND HELP BUILD—

State Fair of Texas, _____, 1933,
Dallas, Texas.
Gentlemen:

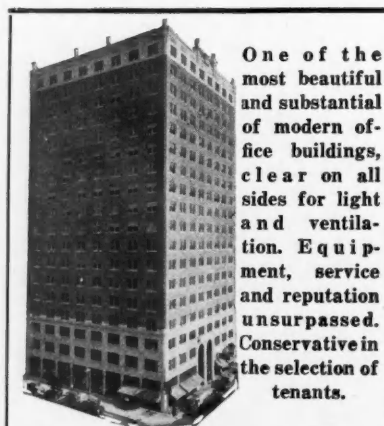
Enclosed please find check in the amount of \$_____, which
is payment in full for _____ sustaining membership certificates
to the State Fair of Texas.

Please make out the 1933 pass to the following name _____

_____, and oblige.

Name _____

Address _____



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DALLAS BUYERS INDEX

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AUDITORS AND ACCOUNTANTS
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We Kill Them
International Exterminator Co.
4222 Main Street 8-4916

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Guaranty Old Line Life Ins. Co.
Guaranty Old Line Life Underwriters, Inc.
J. C. EVERETT, Pres.
418-19-20-21-22 Wilson Bldg.
Tel. 7-4532 Dallas

phone 2-5425

The Dallas Chamber of Commerce
» » for Rates in the Buyers Index

Beer Distributors

(Continued from Page 7)

Sts. Keeling Bros. 1714 Commerce St.
Largent-Lyons Co., 1305 Jackson St.
Liquid Carbonic Co. of Texas, 2nd Unit,
Santa Fe Bldg. Southland Ice Company,
932½ West Jefferson St. Southwestern
Drug Corporation, 525 Browder St.
Steeger Grain Co., 2511 Taylor St.
Stephens Refrigeration, 2024 Commerce
St. E. D. Stiles, 1513 Jackson St. Texas
Tavern Fixture Corp., 1410 Main St.
Tavern Equipment Co., 106 South
Murphy St. Weber Show Case & Fix-
ture Co., 2034 Commerce St. Warner
Sales Company, Santa Fe Building. Main
Fixture Co., 1924 Main St.

Compliance with the blanket NRA
code added 1,400 men to the payrolls of
the Magnolia Petroleum Company and
the Magnolia Pipe Line Company, in
Texas, Oklahoma, Arkansas, Louisiana
and New Mexico, according to D. A.
Little, president.

A 357,000-head increase in the 1933
Texas lamb crop, which totals 3,672,000
head, compared with 3,315,000 in 1932
and 3,273,000 in 1930, is entirely due to
an increase in the number of breeding
ewes, the Bureau of Agricultural Eco-
nomics points out in its annual sum-
mary. The increase for Texas contrasts
with the United States lamb crop of 18,
051,000 head, a drop of 708,000 from the
1932 crop and the smallest since 1929.

The Manufacturers' Record, Baltimore,
Md., estimates that half a billion dollars
have been added to the South's buying
power in recent weeks by the increase in
raw material prices. The South's short-
er cotton crop this year will bring to
Southern farmers over \$750,000,000, or
more than double what they received for
the 1932 crop. This is in addition to
\$100,000,000 to be paid by the Govern-
ment for abandoned acreage.

The Farm & Ranch Southwestern Re-
port estimates that Texas oil producers
and royalty owners are receiving a daily
return of \$855,638 from oil, and that
the average daily cash return for the
Southwest is \$1,377,600.

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The *Advanced Aviator* carries one or two suits without a wrinkle!

Extra compartments for shoes, shirts, and accessories—it's the modernized Travel Case for men.

Size, 24 Inches—All Popular Finishes

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Buy Padgitt's Luggage of **identified quality*—use it with satisfaction—show it with pride.

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504 COMMERCE ST. DALLAS, TEXAS
RETAIL — "FINE LEATHER GOODS" — WHOLESALE

1020 Commerce St.

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The Depression and I started in Business four years ago. Thanks to Mr. Roosevelt the Depression is getting ready to quit. Thanks to my good Friends and Customers I'm still in Business—and offering my commercial art services to Advertisers at the same place—

1816 Allen Building

Come up and talk it over or
 Phone

HUGH CARGO

Commercial Artist

1816 Allen Building
 DALLAS



BUSINESS OPPORTUNITIES

Petroleum Products, Inc., 445 Wilson Ave., Newark, N. J., manufacturers of protective coatings to prevent rust, want representation in Dallas.

Party Bridge Play, Inc., 8 West 40th St., New York, N. Y., sole manufacturers and distributors of the Ely Culbertson party bridge set, and allied lines, wants sales representation in the Southwest.

E. R. Seifert, Inc., Syracuse, N. Y., manufacturing automatic electric beer pressure pumps, writes that line is open for representation on a commission basis.

Taylor Manufacturing Corp., 2330 W. Clybourn St., Milwaukee, Wisc., is seeking sales representation in Dallas, someone calling on machine shops and similar lines of business.

Lord & Thomas, 247 Park Ave., New York, N. Y., are seeking a jobber or distributor for a new shoe polish manufactured by one of their clients.

O-Such Index Sales Company, 100 Sixth Avenue, New York, N. Y., national distributors of O-Such indexed telephone directory binders, want Dallas distributor.

Albatross Steel Furniture Company, Ltd., West Los Angeles, Calif., manufacturing beer dispensing equipment, want distributor for this territory.

Rothlan Corporation, 623 Buder Bldg., St. Louis, Mo., wants to place line with salesman calling on the industrial and automotive trades.

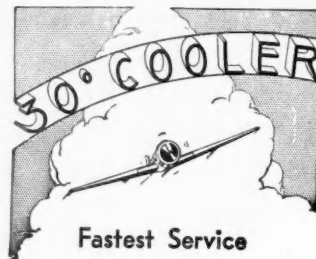
The 6-O'Clock Company, Norristown, Pa., manufacturers of grocers' specialties, want to contact wagon distributors to handle their lines in Dallas.

Bartlett H. Moore, 25 Rue Denise, Bordeaux, France, exporter of French wines and liquors, wants representation in Dallas.

Beach-Russ Company, 50 Church St., New York, N. Y., manufacturers of automatic electric beer pumps, want representation for line.

Henkauf Corporation, 2105 Broadway, New York, N. Y., importers of European beer, wines, liquors and cordials, want sales representation in Dallas for this territory.

Alexander & Paul Corporation, 469 Seventh Ave., New York, N. Y., converters of silks and rayons, want salesman acquainted with the cutting-up and department store trade in the Southwest.



Fastest Service

**NORTH
 SOUTH
 EAST**

Lv. Dallas	8:30 A. M.	
Ar. Tulsa	10:15 A. M.	\$17.00
Ar. Kansas City	11:45 A. M.	27.95
Ar. St. Louis	1:00 P. M.	34.95
Ar. Chicago	2:40 P. M.	47.95
Ar. New York	9:20 P. M.	95.90
Ar. Washington	11:00 P. M.	92.45

Lv. Dallas	11:20 A. M.	
Ar. Oklahoma City	12:40 P. M.	\$14.00
Ar. Tulsa	1:45 P. M.	17.00
Ar. St. Louis	4:30 P. M.	34.95
Ar. Chicago	6:30 P. M.	47.95

Lv. Dallas	2:00 P. M.	
Ar. Tulsa	3:55 P. M.	\$17.00
Ar. Kansas City	5:35 P. M.	27.95
Ar. Chicago	8:45 P. M.	47.95

SOUTHBOUND

Lv. Dallas	4:03 P. M.	
Ar. Houston	5:45 P. M.	\$15.64
Lv. Dallas	4:00 P. M.	
Ar. Austin	6:00 P. M.	12.55
Ar. San Antonio	6:30 P. M.	16.58

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their places in the swirl of commerce. Smiles are replacing lines of worry.

It is a time of UPSWING.

The employer who would gain the greatest advantage from this upswing of business will advertise extensively. Advertising gets the business that opens up the portals of employment.

Illustrated advertising is the most profitable in the long run.

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JACK HARPER, Manager

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FIRESTONE'S high standard of excellence and advanced engineering skill have made FIRESTONE GUM-DIPPED HIGH STRETCH CORD TIRES the most dependable tires for the busy executive. They provide extra safety, greater mileage, and reduce expensive delays due to tire trouble to a minimum.

*You can save both time and money at
our Big Firestone Stores*

Our Big Firestone Service Stations are actually one-stop automobile department stores where you can get every needed service for your car under one roof, at one stop, and at a substantial saving in time and money.

We are ably equipped to render you prompt, economical service either on our drive or on the road. We maintain a fleet of fast service trucks ready for your call night or day. We can fit your car with

Firestone BATTERIES



Firestone Batteries set a new high standard of Power, Dependability, Long Life and Economy. We will test any make of Battery FREE.

As Low As **\$4¹⁰** and your old battery

FIRESTONE TIRES, TUBES, BATTERIES, SPARK PLUGS, and ACCESSORIES—supply you with high grade gas and motor oils—wash and polish your car—and grease it according to its manufacturer's specifications.

We maintain two convenient locations. One is in the heart of the downtown district. The other serves Oak Cliff. Drive in either. You'll like the kind of service we render.

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Firestone Service Stores

Downtown Location
Young & St. Paul
Phone 7-6321

Oak Cliff Location
Jefferson & Madison Ave.
Phone 9-1118

